

LONDON FASHION WEEK

15-19 FEBRUARY 2013

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PRESS RELEASE
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LONDON FASHION WEEK & BRITISH FASHION INDUSTRY FACTS & FIGURES **FEBRUARY 2013**

"London Fashion Week is a dazzling showcase of great British talent. Its significance has been growing over the last few years, with strong attendance by press and buyers from around the world. With Natalie Massenet now at the helm, her eye for fashion and innovative ideas about selling will ensure it goes from strength to strength and inspire future generations to seek out jobs in this vibrant and creative sector. As well as investing in London Fashion Week, I will continue to do all I can to support the industry, which is so important to our city's prosperity."

Boris Johnson, Mayor of London

- 56 catwalk shows and 20 presentations to take place over 5 days
- Over 120 UK and international emerging and established, ready-to-wear and accessory designers at The Exhibition at London Fashion Week
- Tom Ford and L'Wren Scott to show collections on the official schedule for the first time plus Julien Macdonald returning to show at London Fashion Week
- New to the presentation schedule include Sophia Webster as part of the BFC NEWGEN sponsored by Topshop scheme, 1205, palmer//harding and Ostwald Helgason
- Vodafone is principal sponsor of London Fashion Week for a third season as a part of a three year deal
- Manolo Blahnik CBE (British Fashion Awards 2012 Outstanding Achievement winner) has worked with the BFC to create bespoke visual event branding and marketing materials that will be used across London Fashion Week for AW13. Inspired by his personal career, the illustrations set the scene of Manolo's creative world with key industry figures who have been a special influence in his life and career.
- The dedicated BFC Rock Vault sponsored by the International Palladium Board area in the West Wing of Somerset House will showcase the work of 10 fine jewellers including newcomer Alice Cicolini. As a part of the scheme the participating jewellers were invited to

design a pair of red carpet earrings created in Palladium; these designs will also be displayed in a unique installation within the area

- This season's BFC NEWGEN sponsored by TOPSHOP designers with official catwalk shows are: Simone Rocha and J.W. Anderson
- 2013's Fashion Forward new recipients showing as part of the catwalk of the schedule are David Koma, Holly Fulton and Michael van der Ham. The scheme is sponsored by eBay Fashion and supported by the Mayor of London.
- The Exhibition at LFW feature areas include BFC Rock Vault sponsored by International Palladium Board, NEWGEN sponsored by TOPSHOP designers, Headonism supported by Royal Ascot and the Ground and First Floor Showrooms
- International press are attending from 43 countries. International buyers are attending from 39 countries
- Over 5,000 visitors are expected: buyers, TV & radio crews, journalists and photographers
- Media coverage equals or exceeds most major news and international sporting events
- UK media coverage each season exceeds £130m (source: Precise) and media coverage from the International Guest Programme exceeds £120m (source: BFC)
- It is estimated that orders of over £100m are placed during LFW each season; the International Guest Programme alone generates over £74m of orders (source: BFC)
- London voted as global fashion capital 2012 for the second consecutive year by the Global Language Monitor (*GLM*)
- The direct value of the UK fashion industry to the UK economy is £21 billion (*source: BFC Value of Fashion Report 2010*)
- Oxford Economics estimates that sales of UK designer clothing have been rising by around 20% a year in the last decade, and are currently worth somewhere between £2.5 and £2.9 billion. (*source: BFC Future of Fashion Report 2012*)
- Fashion's wider contribution to the economy in influencing spending in other industries is estimated to stand at over £37 billion (*source: BFC Value of Fashion Report 2010*)
- The UK fashion industry is estimated to support 816,000 jobs and is the largest employer of all the creative industries. The sector also provides opportunities to minority groups to a greater extent than most other creative industries (*source: BFC Value of Fashion Report 2010*)

For further information on London Fashion Week visit www.londonfashionweek.co.uk

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For more information contact:

Will Rowley, PR Executive, T: +44 (0) 20 7759 1968 / E: will.rowley@britishfashioncouncil.com

Editors Notes:

- **LFW Catwalk Shows** will run from Friday 15th February – Tuesday 19th February 2013
- **Opening Hours of The Exhibition** at London Fashion Week, Friday 15th – Monday 18th February 10am - 7pm and Tuesday 19th February 10am – 6pm.
- The **British Fashion Council (BFC)** was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Creative Britain and Creative London. The BFC Colleges Council offers support to students through its MA Scholarship, links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC/Elle Talent Launch Pad; BFC Fashion On Film sponsored by River Island; BFC Rock Vault sponsored by International Palladium Board; BFC/Vogue Designer Fashion Fund; Estethica; Fashion Forward sponsored by eBay Fashion and the Mayor of London; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, LONDON show ROOMS, the BFC/Bazaar Fashion Arts Foundation, International Fashion Showcase and the annual celebration of excellence in the fashion industry: the British Fashion Awards.
- The British Fashion Council's International Guest Programme is an integral part of the BFC's LFW promotional strategy. Supported by UK Trade & Investment (UKTI), it is designed to strengthen and stimulate international business for LFW designers and international attendance at LFW. It enables the most influential and relevant buyers and press to visit London to work with London-based designers and their collections. UKTI works with UK-based businesses to ensure their success in international markets, and encourage the best overseas companies to look to the UK as their global partner of choice. Special thanks to UK Trade & Investment for over ten years of support to London Fashion Week and the International Guest Programme
- The BFC Value of Fashion and Future of Fashion reports can be found at the following links:
www.britishfashioncouncil.com/valueoffashion;
www.britishfashioncouncil.com/futureoffashion