

BRITISH FASHION COUNCIL
NEWGEN
SPONSORED BY TOPSHOP

PRESS RELEASE

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**BRITISH FASHION COUNCIL ANNOUNCE NEWGEN RECIPIENTS WITH STRONG SUPPORT
FOR SPRING / SUMMER 2014**

The British Fashion Council has today announced nine of London's brightest emerging fashion labels that will receive sponsorship to showcase SS14 collections at London Fashion Week (13th – 17th September 2013) from the newly focused designer support initiative, NEWGEN sponsored by TOPSHOP.

Catwalk sponsorship: J.JS Lee, Lucas Nascimento, Marques'Almeida, Simone Rocha, Sister by Sibling

Presentation sponsorship: 1205, Nasir Mazhar, Sophia Webster

Exhibition sponsorship: Liam Fahy

As part of the BFC's three year strategy to support growth in the sector, it is developing and broadening its designer business support.

The BFC have recognised that with growing international demand, existing and new schemes need to focus further on the designers at this crucial stage of their business development.

NEWGEN will remain the BFC's landmark scheme to support the very best emerging talents whose ambition is to build global, high end fashion brands for the future.

NEWGEN designers are identified by their creativity, strong design aesthetic and point of difference. This season the NEWGEN committee, chaired by Sarah Mower, focused on selecting designers that are ready for the profile, platform and support that NEWGEN offers.

The committee will form mentoring support groups for NEWGEN designers, the British Fashion Council will deliver a series of focused seminars and 1:1 workshops, and TOPSHOP, the long-term partner of NEWGEN has committed access to their team's vast knowledge on all aspects of the business, to assist the designers as they build their own infrastructure and skills.

Sarah Mower MBE, BFC Ambassador for Emerging Talent and chair of the NEWGEN selection committee, commented: *"Being part of NEWGEN puts designers on a fast-track to international exposure, giving them the opportunity to learn how to do business and allowing them to meet with top level buyers and press. With the professional backup of an amazing volunteer team of NEWGEN industry committee members, all of the winners this season have honed their product and upped their game. We can't wait for London Fashion Week to see what they'll do".*

Caroline Rush, CEO of the British Fashion Council, commented: *"It's with pleasure that we are able to offer this incredibly talented and diverse group of designers NEWGEN support to help guide their journey towards commercial success both at home and overseas. All nine recipients sit at the helm of Britain's creative success and we look forward to seeing their upcoming collections this September".*

Mary Homer, Managing Director of TOPSHOP, commented: *"Topshop is incredibly proud of its support of NEWGEN and it is a testament to the success of the platform that such a strong talent comes through every season. Topshop is committed to the future of NEWGEN, to ensure that we continue to help develop and nurture young British designers".*

Since its inception in 1993, NEWGEN sponsorship has acted as a promotional launch pad for young designers, attracting media profile, orders and investment whilst offering encouragement and support for new talent.

Previous NEWGEN winners include Alexander McQueen, Antonio Berardi, Boudicca, Christopher Kane, Clements Ribeiro, David Koma, Erdem, Gareth Pugh, Holly Fulton, Jonathan Saunders, Julien Macdonald, Louise Gray, Marios Schwab, Mary Katrantzou, Matthew Williamson, Meadham Kirchhoff, Michael van der Ham, Peter Pilotto, Richard Nicoll and Sophia Kokosalaki.

NEWGEN committee comprises:

Sarah Mower, BFC Ambassador of Emerging Talent (Chair); **Caroline Rush**, British Fashion Council, CEO (Co-Chair); **Alex Fury**, The Independent, The Independent on Sunday and i, Fashion Editor; **Anna Orsini**, British Fashion Council, Strategic Consultant; **Barabara Grispini**, British Fashion Council, Head of Project, LONDON show ROOMS; **Emma Elwick-Bates**, VOGUE, Style Editor; **Holli Roger**, Net-a-Porter, Buying Director; **Jane Everett**, British Fashion Council, Head of Showcasing; **Kate Phelan**, TOPSHOP, Creative Director; **Laura Hinson**, British Fashion Council, Showcasing Manager; **Laura Larbalestier**, Browns, Buying Director; **Madelaine Evans**, TOPSHOP, Head of Buying; **Melanie Rickey**, Grazia, Pop and Ponystep Contributing Editor; **Ruth Chapman**, Matchesfashion.com, Co-Founder; **Yasmin Sewell**, Fashion Consultant

- ENDS -

For designer profiles and collection images please visit: <http://londonfashionweek.co.uk/newgen>

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EDITORS NOTES:

1. 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 Collections, 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.
2. Topshop is an established supporter of young fashion designers in the industry and has been working with the BFC as the NEWGEN sponsor since 2001. Topshop also offers selected designers the use of the Topshop Show Space and continues to support previous winners through housing collections in the Boutique space at its flagship store in Oxford Circus, selected stores nationwide and from www.topshop.com
3. Sarah Mower MBE was appointed the British Fashion Council's first Ambassador for Emerging Talent in May 2009 and is chair of the NEWGEN selection committee. She is Contributing Editor to US Vogue and American Vogue.com