

LONDON FASHION WEEK

13-17 SEPTEMBER 2013

PRINCIPAL
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Press Release

9th August 2013

NICHOLAS KIRKWOOD COLLABORATES WITH LONDON FASHION WEEK

This season, BFC/Vogue Designer Fashion Fund Winner, Nicholas Kirkwood has designed the creative for London Fashion Week (LFW). Kirkwood's geometric forms and architecturally inspired pieces have been adapted using his signature chevron pattern to create a strong visual identity which runs throughout the Spring/Summer 2014 LFW branding.

This September marks the third season that the British Fashion Council has worked with a designer to create bespoke artwork to be used across marketing materials and event branding at LFW.

The Kirkwood design for the central courtyard at Somerset House incorporates an interactive and reflective element where the context and location play a part in the experience within the space.

A year ago, the British Fashion Council approached Jonathan Saunders, winner of the 2012 BFC/Vogue Designer Fashion Fund to design the artwork for London Fashion Week while last February, Manolo Blahnik, winner of the Outstanding Achievement Award prize at the 2012 British Fashion Awards applied his creativity to the LFW campaign for AW13.

Each designer's brief is simple - a blank canvas to interpret creatively, promoting London Fashion Week's reputation as the world's most innovative and creative fashion capital.

Caroline Rush, CEO of the BFC commented *"It's wonderful to be able to collaborate with designers on the London Fashion Week creative - it brings a personal element and a new, exciting dimension to each season. Nicholas's creative vision: a bold palette, sharp graphic lines and his signature chevron pattern, have real impact."*

Nicholas Kirkwood commented *“It’s a great privilege to be able to team up with the BFC on this exciting project and apply my interpretation to the London Fashion Week campaign. I’ve taken elements of my work and designed a pattern that I feel reflects the bold nature and energy of London Fashion Week.”*

-ENDS-

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Editors notes:

- 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 Fashion Film sponsored by River Island; BFC Headonism; BFC Rock Vault; BFC/Vogue Designer Fashion Fund; Estethica; Fashion Forward; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, LONDON showROOMS, the BFC/Bazaar Fashion Arts Foundation, International Fashion Showcase and the annual celebration of excellence in the fashion industry, The British Fashion Awards.
- London Fashion Week is organised by the British Fashion Council.