

BRITISH FASHION COUNCIL

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The British Fashion Council announces strategy to engage fashion industry bloggers

Fashion blogging both in the UK and internationally has exploded; last season alone over 2 000 bloggers registered to attend London Fashion Week. With an average rise in applications of 25% season on season since launching blogger registration in February 2011, projected registration for September 2014 would exceed 3 000 applications.

To be able to manage the increased interest and provide the best experience for bloggers who receive accreditation, the British Fashion Council is developing a strategy that it hopes to implement over the next year.

Although in its early stages, the British Fashion Council has initiated an open channel of communication with a working party of bloggers who represent a cross section of some of the UK's most successful fashion blogs. By uniting a broad range of bloggers to act as advisors on wide ranging issues, including increased blogger registration, vetting, best practise for bloggers and on-site facilities at LFW, the BFC has identified a list of action points to be implemented this season.

We are selecting the bloggers that add value to London Fashion Week

London Fashion Week is a trade event. To be accredited, bloggers must have a wide reach, influence, engagement and evidence that they support the work of British designers. The application and vetting process for bloggers requires time and consideration so we will no longer be accrediting bloggers on-site during the event.

We are increasing the value of accreditation for bloggers at London Fashion Week

With enough time before the shows begin, the BFC will be able compile and distribute the final list of accredited bloggers for London Fashion Week to PRs ahead of the event. Accreditation will be awarded on a seasonal basis

Every blogger who registers their interest in London Fashion Week will receive a briefing pack

The briefing pack for accredited bloggers will detail what accreditation offers, provide information about on-site facilities and events, and will outline a code of conduct. Non-accredited bloggers will receive a synopsis of ways to get involved, including access to media packs and an online blogger hub, within which daily highlight videos, imagery and information on related events will be available. The briefing pack will also include information about relevant events throughout the year, emphasising a 365 day approach to bloggers generating content.

The British Fashion Council's blog portal will be refocused

The blog portal will represent our accredited bloggers for London Fashion Week and will be updated season on season to reflect this dynamic list. This will provide a useful year-round resource for the wider industry.

Onsite facilities at London Fashion Week

Samsung are providing a space for bloggers with lockers and charging stations on the first floor of Somerset House. This is in addition to The Samsung Press and Buyers Study, where 10 laptops will be available for use by accredited bloggers.

Sasha Wilkins, Liberty London Girl, commented: *"As both journalist and blogger it's been an extraordinary experience to watch the exponential growth of blogging from both sides since I started blogging in 2006. With that growth has come many unforeseen logistical challenges for the entire industry at London Fashion Week, and I'm very pleased to be working with the British Fashion Council as they start to implement a continuing programme of measures to help bloggers and editors alike navigate London Fashion Week in the digital age."*

Susie Lau, Founder of Style Bubble commented: *“Fashion blogging has changed the media landscape dramatically in the last few years and so it is great that the British Fashion Council recognises those changes. London Fashion Week features many young designers that really benefit from having their work showcased by a variety of media platforms, and that includes blogging and having social media presence. As a blogger, it's great to be working with the British Fashion Council on facilitating changes that will aid the blogging community to better create content about London Fashion Week and to establish blogging as a legitimate media channel at fashion week.”*

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For more information on London Fashion Week please visit www.londonfashionweek.com

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 Fash/On 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.