

BRITISH FASHION COUNCIL
estethica

PRESS RELEASE
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ESTETHICA AT LONDON FASHION WEEK SPRING/SUMMER 2014

Estethica, founded by the British Fashion Council in September 2006, will promote sustainable fashion at London Fashion Week, 13th – 17th September 2013, for the fifteenth consecutive season. Eleven of Britain's leading sustainable fashion brands will exhibit their SS14 collections in a dedicated showroom housed in the West Wing of Somerset House during the five day showcase.

People Tree, will launch their SS14 capsule collection, People Tree Atelier at London Fashion Week. They will be joined by ready-to-wear designers Ada Zanditon, Katrien Van Hecke, Liora Lassalle, Beautiful Soul, Phannatiq and swimwear brand Auria. Milliners Mich Dulce and Pachacuti will showcase their collections alongside signature handbag designers Bottletop and Sonya Kashmiri.

Liora Lassalle, winner of the Estethica Re-Source competition with Central Saint Martins will showcase her second collection at Estethica this season. Liora alongside Ada Zanditon, Katrien Van Hecke, Mich Dulce and Phannatiq are stocked online in a dedicated Estethica area, on YOOXYGEN, yoox.com's eco-friendly initiative. For the sixth consecutive season YOOXYGEN will launch the designers' AW13 collections to coincide with the first day of London Fashion Week this September. Please visit <http://www.yoox.com/project/yooxygen>

Estethica designers have been chosen for their design excellence and commitment to working in a sustainable way. All designers adhere to at least one of the key Estethica principles: fair trade and ethical practice in the production process; the inclusion of organic fibres or the use of up-cycled and recycled fabrics and materials. Since its inception Estethica has supported more than 100 designers from over 20 countries.

Caroline Rush, CEO of the BFC, said "This season's Estethica showroom will exhibit some of the strongest sustainable fashion brands to date. The exciting mix of both established brands and emerging designers makes Estethica the leading showcase of ethical fashion."

The Estethica Showroom is situated in the West Wing of Somerset House, next to the NEWGEN area, from Friday 13th to Tuesday 17th September, 10:00am – 7:00pm and Tuesday 17th September 10:00am – 6:00pm.

SS14 Estethica Designers

Ready-to-Wear

Ada Zanditon

Beautiful Soul

Katrien Van Hecke

Liora Lassalle

People Tree

Phannatiq

Accessories

Bottletop

Mich Dulce

Pachacuti

Sonya Kashmiri

Swimwear

Auria

For further information go to www.britishfashioncouncil.com/estethica

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Editors notes:

- **Estethica** is a British Fashion Council initiative, launched in September 2006 and is now in its fifteenth season.
- **Estethica** is co-curated by Anna Orsini, Strategic Consultant for the British Fashion Council and Orsola de Castro and Filippo Ricci co-founders of From Somewhere and Reclaim to Wear

- 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, and links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC Talent Launch Pad; BFC Fash/On Film sponsored by River Island; BFC Rock Vault; BFC Headonism; 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.
- **London Fashion Week** is organised by the British Fashion Council.
- **YOOXYGEN** YOOXYGEN is YOOX Group's permanent eco-friendly project, which aims to raise environmental awareness among its users by partnering with international structures, designers and talented artists. At the heart of the YOOXYGEN initiative is "Eco-commerce", a dedicated space on yoox.com promoting an environmentally sustainable lifestyle through a selection of eco-friendly fashion, design, jewellery, books and music, as well as special features and exclusive video content. "Eco-commerce" is also a showcase for the exclusive limited edition collections created by the numerous designers working with YOOXYGEN. YOOXYGEN is proud to be the official online retail partner for the British Fashion Council's ethical fashion initiative, Estethica. In addition, as part of a continuous path to environmental sustainability, yoox.com delivery all over the world uses new ad-hoc packaging called "ecobox", internationally RESY, FSC, PEFC and SFI-certified.