

LONDON FASHION WEEK

13-17 SEPTEMBER 2013

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PRESS RELEASE
SEPTEMBER 2013

LONDON FASHION WEEK & BRITISH FASHION INDUSTRY FACTS & FIGURES SEPTEMBER 2013

“London bestrides the world of fashion like a dapper titan and I’m proud to support London Fashion Week, which showcases the brightest and best designers working today. This week promises to be the most exciting yet, offering opportunities for even more people to feel a part of the fashion pack, with pop up stores, live streaming and even a film festival. But it’s not just about how creative and stylish London is, it’s a big moneyspinner, bringing in orders from around the globe and generating billions for our economy.” - The Mayor of London Boris Johnson

- 58 catwalk shows and 15 presentations to take place over 5 days
- Over 120 UK and international emerging and established, ready-to-wear and accessory designers exhibit in The Designer Showrooms at London Fashion Week
- Manolo Blahnik and Smythson join the official schedule for the first time this season to host presentations
- Barbara Casasola to show her SS14 collection on the official schedule for the first time
- Vodafone is principal sponsor of London Fashion Week for a fourth season as a part of a three year deal
- Nicholas Kirkwood (Vogue/Designer Fashion Fund 2013 winner) has worked with the BFC to create bespoke visual event branding and marketing materials that will be used across London Fashion Week for SS14
- International press from over 51 countries and international buyers from over 52 countries have confirmed attendance
- Over 5,000 visitors are expected: buyers, TV & radio crews, journalists and photographers
- This season’s BFC NEWGEN sponsored by TOPSHOP designers with official catwalk shows are: J.JS Lee, Lucas Nascimento, Marques’Almeida, Simone Rocha and Sister by Sibling
- 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 Designer Showrooms will feature the BFC's initiatives including NEWGEN, sponsored by Topshop; Estethica which gives a platform for eco-sustainable design, Headonism, showcasing new British milliners and the BFC Rock Vault, which is curated by Stephen Webster, showcasing an edit of fine jewellers.
- New designers at the Designer Showrooms for this SS14 include Ottoline, Toubia Showroom, Dorateymur, Kerri Luft, Finlay & Co, Danielle Romeril, Esk, and Bora Aksu
- Media coverage equals or exceeds most major news and international sporting events
- UK media coverage each season exceeds £160m (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

For access to official live and on demand video content from London Fashion Week, simply register with our media portal at britishfashioncouncil.rightster.com

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Editors Notes:

- **LFW Catwalk Shows** will run from Friday 13th September – Tuesday 17th September 2013
- **Opening Hours of The Designer Showrooms** at London Fashion Week, Friday 13th – Monday 16th September 10am - 7pm and Tuesday 17th September 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 Fash/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