

BRITISH FASHION COUNCIL  
**NEWGEN**  
SPONSORED BY TOPSHOP

**PRESS RELEASE**

**12<sup>th</sup> DECEMBER 2013**

**BRITISH FASHION COUNCIL ANNOUNCE NEWGEN RECIPIENTS WITH STRONG SUPPORT FOR  
AUTUMN /WINTER 2014**

The British Fashion Council (BFC) has today announced seven of London's brightest emerging talents who will receive sponsorship to showcase AW14 collections at London Fashion Week (14<sup>th</sup> – 18<sup>th</sup> February 2014) from NEWGEN sponsored by TOPSHOP.

**Catwalk sponsorship:** 1205, Marques'Almeida, Lucas Nascimento, Simone Rocha

**Presentation sponsorship:** Ryan Lo

**Exhibition sponsorship:** Claire Barrow, Danielle Romeril

NEWGEN is 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. The scheme offers designers financial support and showcasing opportunities at London Fashion Week to present their AW14 collection to influential press and buyers from around the world.

NEWGEN designers are identified by their creativity, strong design aesthetic and point of difference. The NEWGEN committee, chaired by Sarah Mower MBE, focused on selecting designers who are ready for the profile, platform and support that NEWGEN offers. The BFC, with support from the NEWGEN committee and TOPSHOP, will deliver individualized support and business seminars 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: *"For the NEWGEN committee, it's endlessly rewarding and thrilling to be able to see the trajectory of growth of our NEWGEN designers, from maybe occupying one rail as newcomers to selling to the world. Everyone who enters NEWGEN knows this scheme, with all its unique benefits, can set them on the same road as Christopher Kane, Nicholas Kirkwood, Mary Katrantzou or J.W. Anderson - in other words, to be top names in international fashion. I would like to thank Sir Philip Green for paving this astonishing British path to the top - Topshop's sponsorship of NEWGEN really is held in awe by many a nation."*

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, Christopher Kane, Erdem, Mary Katrantzou, Nicholas Kirkwood, Roksanda Ilincic, Jonathan Saunders and J.W. Anderson.

Mary Homer, Managing Director of TOPSHOP, commented: *"London has long been established as the hub for discovering new and exciting talent within the global fashion industry. Many leading designers have been launched through the NEWGEN platform and TOPSHOP is proud to continue to support a scheme so focused on the developing and nurturing of young British designers."*

The NEWGEN committee comprises **Sarah Mower MBE**, BFC Ambassador of Emerging Talent (Chair); **Caroline Rush**, British Fashion Council, CEO ; **Alexander Fury**, The Independent, The Independent on Sunday and i, Fashion Editor; **Emma Elwick-Bates**, VOGUE, Style Editor; **Kate Phelan**, TOPSHOP, Creative Director; **Laura Burlington**, Fashion Consultant; **Laura Hinson**, British Fashion Council, Showcasing Manager; **Laura Larbalestier**, Browns, Buying Director; **Madelaine Evans**, TOPSHOP, Head of Buying; **Mary Katrantzou**, Mary Katrantzou, Founder and Creative Director; **Melanie Rickey**, Grazia, Pop and Ponystep Contributing Editor; **Narmin Mohammadi**, British Fashion Council, Head of Showcasing; **Natalie Wansbrough-Jones**, ELLE, Senior Fashion Editor, Rebecca Lowthorpe, ELLE, Assistant Editor; **Ruth Chapman**, Matchesfashion.com, Co-Founder and **Yasmin Sewell**, Fashion Consultant. Members of the NEWGEN committee **Anna Orsini**, British Fashion Council, Strategic Consultant and **David Watts**, British Fashion Council, Business Support Manager provide ongoing business support for mentoring.

- ENDS -

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

'Like' **British Fashion Council** on Facebook for exclusive content [www.facebook.com/britishfashioncouncil](http://www.facebook.com/britishfashioncouncil)

Follow us on Twitter @londonfashionwk and join the conversation #LFW

**For press enquiries regarding NEWGEN at London Fashion Week please contact:**

Will Rowley, British Fashion Council, +44(0)20 7759 1968

[will.rowley@britishfashioncouncil.com](mailto:will.rowley@britishfashioncouncil.com)

**For designers wishing to apply for NEWGEN please contact:**

Laura Hinson, British Fashion Council +44 (0) 20 7759 1969

[laura.hinson@britishfashioncouncil.com](mailto:laura.hinson@britishfashioncouncil.com)

**For Topshop enquiries, please contact:**

Clare Drummond, PR Manager, Topshop, +44 (0)20 7938 5909

[clare.drummond@topshop.com](mailto:clare.drummond@topshop.com)

## **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 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 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](http://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