

LONDON COLLECTIONS: MEN

MENSWEAR AW14: THE FACTS AND FIGURES

**PRESS RELEASE
JANUARY 2014**

Over 130 designers will participate at London Collections: Men AW14 in shows, presentations & events; Savile Row, MAN and Fashion East Collectives; and the Designer Showrooms.

3 official venues will be used for London Collections: Men this season: The Hospital Club, The Old Sorting Office, and Victoria House, WC2.

International press and buyers from 37 countries have confirmed attendance at London Collections: Men in January 2014

The UK menswear market has grown by 12 per cent in the past five years and is worth £10.4bn. The market research group believes the market will maintain this growth and rise by 11 per cent between 2012 and 2017. (Source: mintel)

The showcase generates over £40million in UK and international media coverage value each season

Contemporary brands Casely-Hayford and A.Sauvage will hold catwalk shows on the official show schedule

Highlights on the event schedule include an opening party by Esquire; a reception at Liberty hosted by Men's Health and YMC; a dinner hosted by Jonathan Newhouse and Tommy Hilfiger and a Mulberry event. The showcase will close with a London Collections: Men Dinner hosted by Dylan Jones and Anya Hindmarch and a Tom Ford event

The direct value of the UK fashion industry to the UK economy is £21 billion (source: BFC Value of Fashion Report 2010)

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)

The UK fashion industry is similar in size to the food/beverages services and telecommunications industries and bigger than the wholesale and retail of automotives, sports activities, chemical manufacture and advertising/video sectors. (source: BFC Value of Fashion Report 2010)

Major export markets are USA, Japan, Russia, France, Italy, Middle East, Hong Kong and China.

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The UK is renowned for having the best fashion colleges in the world.

London Collections: Men is supported by American Express; European Regional Development Fund; Fudge; GQ; The Great Britain Campaign; The Hospital Club; Lavazza Coffee; L'Oreal Paris Men Expert; The Mayor of London; Mercedes-Benz; MRPORTER.COM; Nyetimber; Radisson Blu Edwardian, London; Rightster; Swatch; TOPMAN; UK Trade and Investment; Vodafone and The Woolmark Company. Official Suppliers for AW14 include Fashion Monitor, Penhaligon's, Q Vodka and Warsteiner.

- ENDS -

For the latest information visit www.londoncollections.co.uk/men

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