

BRITISH FASHION COUNCIL

---

estethica

---

FASHION FOR A SUSTAINABLE FUTURE

## **PRESS RELEASE**

**6<sup>th</sup> FEBRUARY 2014**

### **ESTETHICA AT LONDON FASHION WEEK AUTUMN/WINTER 2014**

Estethica was founded by the British Fashion Council in September 2006, to promote sustainable fashion at the heart of London Fashion Week. This season, for the first time, Estethica designers will be integrated throughout the London Fashion Week Designer Showrooms at Somerset House, acknowledged by an Estethica tag. The British Fashion Council aims to demonstrate that these businesses can sit alongside their peers and in doing so hopes to grow their audiences and reach.

Bottletop, Katrien Van Hecke, Mich Dulce and Pachacuti are the more established sustainable designer businesses that will receive the new Estethica tag for this season.

There will be a dedicated Estethica showroom, 'Emerging Talents', for new businesses Cangiarì, Devika Dass, Flavia La Rocca, K2TOG and Louise de Testa.

Estethica designers are 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, Chief Executive, British Fashion Council commented: *"The new Estethica tag aims to recognise that fashion and sustainable fashion can be one and the same thing. We are proud to acknowledge that so many talented designers are committed to transparency, sustainability and social responsibility and look forward to seeing their collections unveiled here at London Fashion Week."*

The London Fashion Week Designer Showrooms are situated in Somerset House and open from Friday 14<sup>th</sup> to Tuesday 18<sup>th</sup> February, 9.30am – 7:00pm.

For further information go to [www.britishfashioncouncil.com/estethica](http://www.britishfashioncouncil.com/estethica)

**-END-**

**For press enquiries please contact:**

Sophie McElligott, British Fashion Council, +44 (0) 20 7759 1986

[sophie.mcelligott@britishfashioncouncil.com](mailto:sophie.mcelligott@britishfashioncouncil.com)

**Editor's notes:**

- **Estethica** is a British Fashion Council initiative, launched in September 2006
- **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
- **Cangiari** was founded in 2009 and is renowned for combining ancient Calabrian weaving techniques together with innovation, creativity and tailored finishes. The production chain is entirely made in Italy and controlled by social cooperatives of GOEL Group which promotes the employment of disadvantaged people
- **Devika Dass** studied at Central Saint Martins before starting her eponymous label in 2012 following a trip to the Andes where Devika discovered South American knitwear. At the heart of her label is a philosophy to create bespoke pieces that celebrate the journey from design inception to garment construction, to consumer. Devika works with the skilled local craftspeople of Peru using traditional techniques and artisanal skills
- **Flavia La Rocca** is an Italian fashion designer whose brand's ethos is based on innovation and style, her clothes composed of interchangeable modules that, through the use of hidden zippers, can create multiple combinations. Flavia has been selected by Sara Maino at Vogue Italia for the Vogue Talents Designers and in September 2013, Flavia was also one of the 'The Talents Night' competition winners, a project promoted by Vogue Italia and VISA
- **K2TOG** is a luxury knitwear label that takes a 'waste not, want not' design approach and stands for 'Knit 2 Together'. The brand is founded by London based designer Katie Jones who studied BA and MA Fashion Knitwear at Central Saint Martins. K2TOG embraces colour, texture, pattern and thriftiness. Each piece is made from collected surplus and reclaimed garments that are upcycled and handmade in England
- **Louise de Testa** is a French fashion designer who, having founded her brand two years ago, has created a sportswear line based on eco-design, comfort and elegance. Louise won the 2<sup>nd</sup> Prize of the EcoChic Design Award in Hong Kong last January
- 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 Rock Vault; BFC Headonism; BFC/Vogue Designer Fashion Fund; Esthetica; 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.