



## **PRESS RELEASE**

**14 FEBRUARY 2014**

### **NEW LONDON FASHION WEEK & BRITISH FASHION INDUSTRY FACTS & FIGURES**

**At a press conference to open London Fashion Week Natalie Massenet, Chairman of the British Fashion Council, announced updated figures showing substantial growth in the UK fashion industry over the past five years.**

- The direct value of the UK fashion industry to the UK economy is £26 billion; up from £21 billion in 2009. Showing an increase of 22% in nominal terms (source: Oxford Economics 2014)
- The UK fashion industry is estimated to support 797,000 jobs (source: Oxford Economics 2014). This is a decrease of 2.3% from 2009
- Whilst employment figures have dropped overall the increased contribution to UK GVA reflects higher productivity within the fashion sector. The British Fashion Council is committed to supporting growth in the sector which it hopes will lead to more employment opportunities
- Fashion's total contribution to the economy via both indirect support for supply chain industries and induced spending of employee's wage income is estimated to have risen to over £46 billion. An increase of 23% since 2009 (source: Oxford Economics 2014)

The Mayor of London Boris Johnson said: 'These latest figures are clear evidence of the hugely important contribution that fashion makes to our economy. It is a dynamic industry whose value is increasing thanks to the dazzling creativity of our designers, the brilliant colleges that bring up the next waves of talent and a fast moving retail sector, which covers the spectrum of great style from bespoke to high street. My office will continue to work with the British Fashion Council to ensure that London remains on the front row in the international fashion stakes.'

George Osborne, Chancellor of the Exchequer said: 'London is about to host one of the central events in the fashion calendar, but more importantly it is about to showcase the world class talent we have in our fashion industry. It is testament to the designers, large and small, of the United Kingdom, and to all

those who work in the wider retail industry.'

I wish all those involved a successful London fashion week, and hope that it generates more opportunities for some of our most promising creative talents. A successful fashion industry means more jobs for the people of this country and that in turn means economic security for families in Britain'.

Sam Moore, COO, Oxford Economics, added "Our research underlines the continued and growing importance of the fashion industry's contribution to the UK economy. Despite, the severe economic headwinds that have confronted British industries since 2009, the growth of the fashion industry is a testament to UK consumers' voracious appetite for fashion products."

### **London Fashion Week AW14:**

- 77 designers showing presentations or catwalk collections on the schedule over 5 days
- Over 150 UK and international emerging and established, ready-to-wear and accessory designers exhibit in The Designer Showrooms at London Fashion Week
- It is estimated that orders of over £100m are placed during LFW each season; the International Guest Programme alone generates over £65m of orders
- Over 5,000 visitors are expected: buyers, TV & radio crews, journalists and photographers
- UK media coverage each season exceeds £160m (source: Precise) and media coverage from the International Guest Programme exceeds £120m
- Media coverage equals or exceeds most major news and international sporting events
- Global brands including Antonio Berardi, Burberry Prorsum, Daks, Matthew Williamson, Paul Smith and Pringle of Scotland will showcase alongside new establishment designers Christopher Kane, Erdem, Jonathan Saunders, Marios Schwab, Mary Katrantzou, Meadham Kirchhoff and Peter Pilotto
- After a season's break, Issa returns to the catwalk schedule with a new design team in place and a full catwalk show. This season Amanda Wakeley and Belstaff also return to the London Fashion Week schedule
- New additions this season include Hunter, Joseph, Mother of Pearl, Toga and Whistles
- Vodafone is principal sponsor of London Fashion Week for a fifth season as a part of a three year deal
- This season's BFC NEWGEN sponsored by TOPSHOP designers are 1205, Claire Barrow, Danielle Romeril, Lucas Nascimento, Marques' Almeida, Ryan Lo and Simone Rocha
- Fashion Forward recipients are J.JS Lee, Nasir Mazhar and Sophia Webster. The scheme is 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 British milliners (Aurora Ozma, Emma Yeo, Keely Hunter, Moody & Farrell and William

Chambers) and the [Rock Vault](#), which is curated by Stephen Webster, showcasing an edit of fine jewellers (Alice Cicolini, Fernando Jorge, Imogen Belfield, Jacqueline Cullen, Jo Hayes Ward, Melanie Georgacopoulos, Ornella Iannuzzi, Tomasz Donocik and Yunus & Eliza)

- This February, *The Shop* returns to the courtyard at London Fashion Week. A pop-up space designed by Robert Storey, *The Shop* celebrates the best of British contemporary and will feature designers including Bella Freud, DJ by Dominic Jones, Keely Hunter, Markus Lupfer, Prism and Zoe Jordan
- This season The Shop will house bird nestboxes in collaboration with the RSPB to celebrate National Nest Box Week which starts the same day as London Fashion Week. British designers have customised nestboxes will be auctioned on eBay. Participants include Giles, Jasper Conran, John Rocha, Julien Macdonald, Katherine Hamnett, Patrick Grant, Piers Atkinson, Wayne Hemingway, Vivienne Westwood and Zandra Rhodes
- Last season there were 75,000 images added to Instagram that including hashtag #LFW
- Last season there were 176,000 mentions of #LFW on Twitter
- London Fashion Week live streams are watched in 160 countries worldwide
- Over 200 kg of Lavazza beans are used over London Fashion Week
- Over 30,000 espressos were served at London Fashion Week last season

**For further information on London Fashion Week visit [www.londonfashionweek.co.uk](http://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](http://britishfashioncouncil.rightster.com)**

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Editor's Notes:

- 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