

BRITISH FASHION COUNCIL
NEWGEN
SPONSORED BY TOPSHOP

PRESS RELEASE

8TH July 2014

BRITISH FASHION COUNCIL ANNOUNCES NEWGEN RECIPIENTS FOR SPRING/SUMMER 2015

The British Fashion Council (BFC) has today announced eight of London's brightest emerging talents who will receive sponsorship to showcase their SS15 collections at London Fashion Week (12th – 16th September 2014) from NEWGEN sponsored by TOPSHOP.

Catwalk sponsorship: 1205, Lucas Nascimento, Marques'Almeida

Presentation sponsorship: Ashley Williams (1st season), Danielle Romeril, Faustine Steinmetz (1st season), Ryan Lo

Exhibition sponsorship: Claire Barrow

Following the success of the pop-up NEWGEN showroom at last season's London Fashion Week, the designers will again be given a dedicated showroom for four hours after their show or presentation giving buyers the opportunity to make sales appointments with the designers.

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 SS15 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 individualised 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: *“London's reputation for variety and excellence begins with NEWGEN. Apart from being the scheme which selects and supports the best young fashion entrepreneurs, NEWGEN is a listening-post for anyone who wants to tune into the future of fashion. Each new wave brings its own ideas - in 2014, they are a unique combination of highly specialist, highly-crafted and optimistically wearable. The selection committee's generosity with their time and mentorship is a phenomenal part of this support system, and TOPSHOP's commitment to funding and hosting NEWGEN designers is a foundation stone of British fashion today.”*

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, Jonathan Saunders, J.W. Anderson, Mary Katrantzou, Nicholas Kirkwood, Roksanda Ilincic and Simone Rocha.

Mary Homer, Managing Director of TOPSHOP, commented *“At TOPSHOP, the support of young emerging British talent is still at the core of our business. The unique platform that we have developed with the British Fashion Council has helped launch an impressive number of British fashion stalwarts, and we are committed to the future and continued development of this initiative.”*

The NEWGEN committee comprises **Sarah Mower MBE**, BFC Ambassador of Emerging Talent (Chair); **Alexander Fury**, The Independent, The Independent on Sunday and i, Fashion Editor; **Anna Orsini**, British Fashion Council, Strategic Consultant; **Caroline Rush**, British Fashion Council, CEO; **Francesca Burns**, Fashion Editor, British Vogue; **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; **Rebecca Lowthorpe**, ELLE, Assistant Editor; **Ruth Chapman**, Matchesfashion.com, Co-Founder; **Sheena Sauvaire**, Chief Marketing Officer, TOPSHOP; **Stavros Karelis**, Machine A, Founder, and **Susanne Tide-Frater**, Fashion Consultant.

- ENDS -

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

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NOTES TO EDITORS:

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 Fash/On Film sponsored by River Island; BFC Rock Vault, BFC Headonism, BFC/Vogue Designer Fashion Fund; BFC/GQ Designer Menswear 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
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