

BRITISH FASHION COUNCIL

estethica

FASHION FOR A SUSTAINABLE FUTURE

PRESS RELEASE

4th September 2014

SUSTAINABLE FASHION AT LONDON FASHION WEEK SPRING/SUMMER 2015

Estethica was founded by the British Fashion Council (BFC) with Orsola de Castro and Filippo Ricci in September 2006, to promote sustainable fashion at the heart of London Fashion Week.

Estethica designers are chosen for their design excellence and commitment to working in a sustainable way. All designers adhere to the key Estethica sustainable and ethical principles. Since its inception Estethica has supported more than 100 designers from over 20 countries.

Showrooms:

Eight designers will be exhibiting throughout the Designer Showrooms at Somerset House and can be identified by the Estethica tag. These designers include: **Auria, Bottletop, Charini, Christopher Raeburn, Eden Diodati, Mich Dulce x Zacarias, Pachacuti** and **Termite**.

Designers:

This season the Designer Showrooms at London Fashion Week will include a dedicated Estethica showroom to showcase sustainable emerging talents. The Estethica Emerging Talents showroom will be located in the West Wing of Somerset House and will feature interchangeable ready-to-wear by **Flavia La Rocca**, luxury knitwear by **Katie Jones**, sportswear by **Louise De Testa** and hand knitted pieces by **Wool and the Gang**. On Sunday 14th September at 12.30pm there will be an open house reception to celebrate London Fashion Week with all designers in attendance.

Installation:

The Estethica Emerging Talents showroom will also feature an installation by multi-media artist, **Alex Noble**, featuring two of his **EMG** (Everything Must Go) sustainable projects. The first, a collection of unique t-shirts created using left-over materials from British designers including Agi & Sam, Giles Deacon, Kit Neale, Louise Gray and Zandra Rhodes and secondly, an installation supported by Monsoon to announce his collaboration with Indian SEWA (Self Employed Women Association) using intricate beaded fabric waste provided by **SEWA** and Monsoon.

Screenings:

To celebrate the BFC's digital pillar, on Sunday 14th September at 1.30pm there will be a dedicated Estethica film screening in the BFC Presentation and Digital Space at Somerset House. **The Next Black**, a documentary exploring the future of clothing produced by AEG will be screened alongside five short films from the Estethica Emerging Talents: **Auria, Bottletop, Flavia La Rocca, Louise de Testa** and **Wool and the Gang**

Design Award:

WRAP, the organisation behind the Sustainable Clothing Action Plan (SCAP) and Love Your Clothes will announce details of a new design award. The Extending the Life of Clothes (ELCs) Awards aim to bring together fashion and textile designers and challenge them to develop innovative concepts and new garments around the theme of longer life times. Since February 2009, when SCAP was launched at Estethica during London Fashion Week, the commitment has brought together industry and government to prevent waste and reduce the environmental impact of UK clothing. More details on the awards will be available at the Estethica event on 14th September.

Caroline Rush, CEO British Fashion Council commented: *“Estethica celebrates designers who are committed to the future – the future of fashion, the future of the environment and the future of textile production and manufacturing. The British Fashion Council is always looking for ways to encourage fashion that is sustainable and aims to implement positive fashion values across all of its pillars and initiatives.”*

The London Fashion Week Designer Showrooms are situated in Somerset House and open from Friday, 12th to Tuesday, 16th September 2014, 9.30 – 19:00.

For further information please visit www.britishfashioncouncil.com/estethica

-END-

For press enquiries please contact:

Sophie McElligott, British Fashion Council:

+44 (0) 20 7759 1986

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.
- **Flavia La Rocca** is an Italian fashion designer whose brand's ethos is based on innovation and style. Her clothes are composed of interchangeable modules that can create multiple combinations through the use of hidden zippers. Flavia has been selected by Sara Maino at Vogue Italia for Vogue Talents and in September 2013, Flavia was also one of the 'The Talents Night' competition winners, a project promoted by Vogue Italia and VISA.
- **Katie Jones**, formerly K2TOG, is a luxury knitwear label that takes a 'waste not, want not' design approach. Katie studied BA and MA Fashion Knitwear at Central Saint Martins and 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 created her brand in Paris two years ago. The sportswear line is based on eco-design, comfort and elegance. Louise won the 2nd Prize of the EcoChic Design Award in Hong Kong last January.
- **Wool and the Gang** focuses on homemade items using environmentally sourced yarns. Collections by Wool and the Gang are available both pre-knitted or in a kit so that customers can knit their own.
- 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 Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism sponsored by Wedgwood; BFC/Vogue Designer Fashion Fund; Estethica; BFC Contemporary sponsored by eBay; 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
- ***The Next Black*** is a 45 minute documentary that explores the future of clothing. *The Next Black* is produced by home appliance manufacturer AEG, with the goal to anticipate future washing needs and contribute to a more sustainable clothing industry. Featured in the film are heroes of sustainability, Patagonia; tech-clothing giants, Studio XO; sportswear icon, Adidas; Biocouture, a consultancy exploring living organisms to grow clothing and accessories, and Yeh Group company that has pioneered a new way to dye clothes using zero water. The documentary is produced together with the award-winning production company House of Radon.
- **WRAP (Waste and Resources Action Plan Programme)** WRAP's vision is a world where resources are used sustainably. It works in partnership to help businesses, individuals and communities improve resource efficiency. Established as a not-for-profit company in 2000, WRAP is backed by government funding from England, Northern Ireland and Wales. WRAP's research has shown that an estimated 1.14 million tonnes of clothes are supplied onto the UK market each year, accounting for around 5% of the UK annual retail expenditures. More than 30% of clothing goes to landfill at the end of life. For more information see: www.wrap.org.uk Follow us on Twitter: @Wrap_UK
- **Love Your Clothes** is the consumer campaign from WRAP helping UK consumers make the most out of their clothes. www.loveyourclothes.org.uk @LoveYourClothes
- **SCAP**, which is co-ordinated by WRAP, is overseen by a Steering Group consisting of major retailers, brands, recyclers, sector bodies, NGOs and charities, and has four working groups. SCAP's ambition is to improve the sustainability of clothing across its lifecycle. By bringing together industry, government and the third sector, the programme aims to reduce resource use and secure recognition for corporate performance by delivering against sector-wide targets. **SCAP 2020** is a sector commitment which introduces a new phase of collective action, building on the evidence base and stakeholder engagement created by SCAP.
- The ELCs were created because design is fundamental to creating change. By applying creativity, innovative thinking and problem solving skills to sourcing and developing low impact higher quality fibres and by engineering garments that will last longer, designers are instrumental to the continuing success of the SCAP 2020 Commitment. The ELCs will play an integral role in raising the awareness of the importance of designing clothes for longer life.
- **Alex Noble's** work is as broad in practice as it is in scope across a multitude of areas in the creative industries. Establishing himself as an accomplished artists and fashion designer he has collaborated with everyone from MTV, Cirque Du Soleil, Diesel to Selfridges. Noble's fashion career began in the music industry when he was first picked up by the likes of Nicola Formichetti for VOGUE and Dazed & Confused, which has now seen him work with mega stars like Lady Gaga, Florence Welch, Kylie Minogue and super brands like Thierry Mugler and Diesel creating couture pieces for stage, music videos and advertising campaigns. www.alexnoblestudio.com

- **SEWA** was registered as a Trade Union with National jurisdiction in India in 1972. It is an organisation of poor, self-employed women workers. These are women who earn a living through their own labour or small businesses. They do not obtain regular salaried employment with welfare benefits like workers in the organised sector; they are the unprotected labour force of India. Constituting 93% of the labour force, these are workers of the unorganised sector. Of the female labour force in India, more than 94% are in the unorganised sector. However their work is not counted and hence remains invisible. SEWA's main goals are to organise women workers for full employment and self-reliance. www.sewa.org
- **Monsoon** started life in a small, independent store in London's Beauchamp Place more than 40 years ago in 1973 after Peter Simon, the founder of the company, completed an epic road trip around Asia. Our early collections were born from clothes made in Indian villages using vegetable dyes, hand-loomed cotton and block printing. Whilst we may have grown into a global company, with over 1000 stores, we remain committed to our hand-crafted bohemian roots. This is celebrated in the beautiful hand embroidery and embellishment that give many of our products that unique Monsoon look and feel. While much of our production has shifted to larger factories, we still trade with some of the original suppliers and these relationships have helped generate jobs and develop local communities. We are proud to be a founder member of the Ethical Trading Initiative (ETI) and are committed to ensuring high ethical standards across our supply chain. Monsoon has been working with SEWA directly for many years and has just financed a brand new centre of excellence in central Delhi. Monsoon sponsored the BFC's Estethica initiative for five years from 2007 to 2012. www.uk.monsoon.co.uk