

BRITISH FASHION COUNCIL

CONTEMPORARY

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THE BRITISH FASHION COUNCIL AND EBAY CELEBRATE LONDON FASHION WEEK
SS15 AS THE BFC CONTEMPORARY SHOP OPENS ON EBAY.CO.UK

British Fashion Council (BFC) and eBay are excited to announce the opening of the highly anticipated *BFC Contemporary Shop* - an exclusive pop-up shopping destination on eBay.co.uk; launching in celebration of London Fashion Week S/S15.

Opening for a strictly limited time (5th – 21st September), style hunters across Europe, will have the chance to own a slice of London Fashion Week.

The boutique will showcase exclusive *BFC Contemporary* items by four of the talented participating designers in the *BFC Contemporary, sponsored by eBay* initiative. The designers are: **Alexis Barrell**, **Georgia Hardinge**, **Paper London**, and **Zoë Jordan**. All of their exclusive items are priced under £100.

The bespoke store on eBay.co.uk, will also feature capsule items from BFC Contemporary designer current season ready-to-wear collections.

To celebrate the launch, eBay has appointed renowned television presenter and fashion journalist, Louise Roe, as ambassador and model, to show shoppers inspiring ways to style each unique item for A/W14.

Louise Roe, eBay's BFC Contemporary ambassador comments:

"For me, contemporary fashion and supporting emerging talent is a real passion. Being a fashion journalist and TV presenter on the red carpet, both in the US and UK, I always watch out for new names in the fashion industry keeping things fresh on the ready -to-wear scene. When eBay approached me about the BFC Contemporary Shop, I was thrilled to get involved. I'm not only inspired by the work of the selected designers and their incredible unique items but am also excited to champion a new initiative, which seeks to help new talent, whilst making London Fashion Week more accessible to fashion fans across the UK."

Alexis Barrell: A collection of painterly statement silk scarves, in a variety of whimsical prints and sumptuous colours, celebrating the international fashion capitals. Perfect, draped around the neck or as the ideal autumn handbag accessory

RRP £49.95

Georgia Hardinge: A show-stopping directional t-shirt that translates from day to evening. The sculptural 3D pleated crepe top is a key piece for this coming season's understated minimalist look

RRP £69.95

Paper London: Two smart and stylish ways to protect your iPhone: 'Orbit', a metallic snap on case, is right in step with this season's high-shine trend and snap on 'Atom' case, juxtaposes a captivating graphic print with bold block colours

RRP £29.95

Zoë Jordan: A slim-profile silver 'Z' embossed leather clutch with linen back - the chicest way to punctuate any day or evening look. Stow your necessities in the soft grey-lined interior

RRP £99.95

Melanie Smallwood, Head of Curation and Merchandising at eBay, commented:

"We are delighted to launch the BFC Contemporary Shop this season on eBay.co.uk, to celebrate London Fashion Week. Supporting British-based emerging talent is a real passion for us and we're proud to showcase to Europe an exciting array of unique limited edition items, created by our BFC Contemporary designers as well as the edits of their A/W15 collections."

To shop for your piece of London Fashion Week, visit the Fashion Collective:

www.ebay.co.uk/bfc

@eBayFashion_UK

-ENDS-

NOTES TO EDITORS:

*Alexis Barrell supporting A/W14 items will not be available.
Shipping to UK is four days tracked at a cost of approx £3.50

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About eBay Inc

eBay Inc. (NASDAQ: EBAY) is a global commerce and payments leader, providing a robust platform where merchants of all sizes can compete and win. Founded in 1995 in San Jose, Calif., eBay Inc. connects millions of buyers and sellers and enabled \$205 billion* of commerce volume in 2013. We do so through eBay, one of the world's largest online marketplaces, which allows users to buy and sell in nearly every country on earth; through PayPal, which enables individuals and businesses to securely, easily and quickly send and receive digital payments; and through eBay Enterprise, which enables omnichannel commerce, multichannel retailing and digital marketing for global enterprises in the U.S. and internationally. We also reach millions through specialized marketplaces such as StubHub, the world's largest ticket marketplace, and eBay classifieds sites, which together have a presence in more than 1,000 cities around the world. For more information about the company and its global portfolio of online brands, visit www.ebayinc.com.

* This adjusted number reflects decision to remove vehicles and real estate GMV from ongoing total GMV and ECV metrics (previously stated ECV for 2013 was \$212 billion, incorporating vehicles and real estate GMV).

About The British Fashion Council

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; 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