

LONDON COLLECTIONS MEN AW16

**LONDON COLLECTIONS MEN AW16 FACTS & FIGURES
8th – 11th JANUARY 2016**

PRESS RELEASE

7th January 2016

This season there are 65 designers showing on schedule, and 65 designers in the Designer Showrooms.

For the first time this season, the Designer Showrooms will be located under one roof at Victoria House, housing Ready-to-Wear and Accessories, alongside a BFC Show Space. A new second BFC Show Space will be located at 180 Strand on 9th – 10th January.

The show schedule features shows and presentations by internationally acclaimed brands such as Alexander McQueen, Belstaff, Burberry, dunhill, Topman Design and Coach.

Barbour, Moschino and Pringle of Scotland are returning to the schedule this season. Luxury tailoring will be represented by Gieves & Hawkes, Hardy Amies, Paul Smith and Richard James.

The BFC's NEWGEN MEN initiative sponsored by Topman will see London's brightest emerging design talents showcase AW16 collections. Agi&Sam, Bobby Abley, Craig Green, Liam Hodges (new this season) and Nasir Mazhar will each host catwalk shows. Alex Mullins, Cottweiler and PIETER will hold presentations and Diego Vanassibara an installation in the Designer Showrooms.

The best of British creativity can be seen at Christopher Kane, Christopher Raeburn, Christopher Shannon, J.W.Anderson, James Long, John Smedley, KTZ, Lou Dalton, Marques'Almeida, Matthew Miller, Sibling, Qasimi and YMC.

The MAN show, the joint initiative between Topman and Fashion East, will take place on Friday 8th January at the Topman Show Space; also the venue for Charles Jeffrey, Wales Bonner and Rory Parnell-Mooney.

New additions in the Designer Showrooms include Mackintosh, BOY London - who are celebrating their 40th anniversary - and LCM Ambassador David Gandy's footwear brand David Preston London.

The BFC Fashion Film Screening in association with River Island will screen films from Lou Dalton, Man About Town and Martine Rose at 180 Strand on Sunday 10th.

Other events include: Matthew Miller x The Goodhood Store | Mad About the Boy Exhibit Opening Night reception at Spencer House | LCF AW16 Menswear Show | LCM Private View | Pretty Green x Hendrix | The Ambassadors Project | E. Marinella, Knot Only a Tie | Edward Crutchley AW16 Showcase x Kim Jones | Decoded by Diesel | New Balance x Grenson | Lou Dalton x Jaeger presentation | Men's Health x Casely Hayford | Dashing Tweens Drinks Reception | Fashion Film sponsored by River Island | M&S x Shortlist Drinks Party | Steetwear: Mastered London Launch Dylan Jones OBE and the Menswear Ambassadors closing dinner

WHAT'S ON FOR CONSUMERS

LONDON MEN'S WEEK TALK SERIES

What: Open to the public, the BFC's talk series will run daily through LCM, featuring some thought-provoking and inspiring speakers from the industry

Where: The Century Club, 61-63 Shaftesbury Avenue, London, W1D 6LQ

When: 8th – 11th January 2016

Highlights: Speakers include: Ashley Heath, Max Pearmain and Lucy Moore; Nicola Formichetti and Jo-Ann Furniss; Kim Jones and Lou Stoppard and Lev Tanju and Paul Flynn.

CATWALK LIVE STREAMS

What: Some of the season's best catwalk shows live streamed straight from the front row to your digital device

Where: The LCM live homepage: www.londoncollections.co.uk/live

When: 8th – 11th January 2016

Highlights: Alexander McQueen, Burberry and Topman Design will all be live-streaming their shows

#SWATCHUKPLAYLISTS

What: Working with Spotify, Swatch is creating playlists using the songs which inspired and sound-tracked this season's collections

Where: The Spotify app

When: 8th – 11th January 2016

Highlights: During LCM Swatch will be giving away a Power Tracking watch every day, picking at random anyone who has commented on their favourite Power Track on Facebook!

PICCADILLY CIRCUS SCREENS

What: See catwalk highlights from some of LCM's top designers

Where: Piccadilly Circus

When: 8th – 11th January 2016

Highlights: Land Securities will celebrate British Menswear for the duration of LCM

RETAILER ACTIVATION

What: Look out for special window and in-store displays emblazoned with the #LCM logo and hashtag, and featuring the best of British menswear

Where: Around central London

When: 7th – 12th January 2016

Highlights: Participating stores include Harrods, House of Fraser, Liberty and Matches Fashion in collaboration with Elite London

MENSWEAR STATS

\$440bn (£298bn) worth of sales in menswear globally in 2014 - a 4.5% yearly growth (compared to 3.7% growth in womenswear to reach \$662bn (£448bn). \$40bn (£27bn) further sales predicted in the menswear apparel market reaching \$480bn (£325bn) by 2019 (Euromonitor, 2015).

797,000 jobs supported by the UK fashion industry (Oxford Economics 2014).

The men's clothing market has seen sales rise by 22% in the last five years to reach £13.5bn in 2014, growing at a faster rate than womenswear, driven by a growing interest in men's fashion and more retailers expanding into menswear (Mintel, 2015).

27% of male shoppers show a preference for purchasing British clothes, shoes and accessories (Mintel, 2015).

There was a 17.4% growth in online sales of menswear between 2010 and 2015 outpacing all other categories. IbisWorld predicts that online menswear also stands to grow more than other selected categories with an annual average of 14.2% between 2015 and 2020 (IbisWorld2015).

LCM AW16 FACTS AND FIGURES

46% of designers showing this January have chosen to stage presentations instead of catwalk shows

42 countries will be represented at LCM by international press and buyers

14% increase in UK & International VIP buyer attendance season on season

9,000 Lavazza coffee cups designed by Agi&Sam will be used during LCM

9,000 cans of still and sparkling CanO Water will be served

6,500 bottles of Warsteiner lager are consumed

5,000 Lavazza cappuccinos will be served

2,500 bags of Propercorn will be eaten

2,000 GQ magazines are read on-site each season

750 Johnnie & Ginger cocktails will be served at the River Island Fashion Film event

190 VIPS will receive luxury gifts from Murdock London

90 metres of catwalk at Victoria House and 43 metres at 180 Strand

80 Floris candles will be burnt during LCM

70kg of Lavazza coffee beans will be ground and served

39 central London venues are playing host to catwalk shows and presentations

35 Mercedes-Benz vehicles will transport VIP attendees to shows, presentations and events during LCM

– ENDS –

londoncollections.co.uk/showrooms
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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 Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, 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; BFC/GQ Designer Menswear Fund supported by Vertu; BFC/Vogue Designer Fashion Fund; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. The British Fashion Council supports Boden's Future British initiative. Showcasing initiatives and events include London Fashion Week, London Collections Men, LONDON show ROOMS, the BFC Fashion Arts Foundation, International Fashion Showcase, London Fashion Weekend and the annual celebration of excellence in the fashion industry: the British Fashion Awards.

London Collections Men is owned and organised by the British Fashion Council and chaired by Dylan Jones OBE.