

# LONDON COLLECTIONS: MEN

**PRESS RELEASE**  
**9<sup>TH</sup> JANUARY 2015**

## **OFFICIAL SPONSORS AND SUPPLIERS AT LONDON COLLECTIONS: MEN AW15**

### **The Woolmark Company**

The Woolmark Company continues to collaborate with designers who have a passion and interest in wool and its versatile properties. This season sees the addition of the International Woolmark Prize menswear final to the London Collections: Men schedule, an award to recognise new talent and their interpretation of wool, presented in a capsule collection to leading international designers and retailers.

The International Woolmark Prize is the incarnation of a 60 year history of design awards supported by the Australian wool industry. Five menswear finalists have travelled to London, where the winner will be announced to the global press. Finalists: Sise (Asia), STRATEAS.CARLUCCI (Australia), Asger Juel Larsen (Europe), The Emperor 1688 (Middle East & India) and Public School (USA).

Collaborations with Christopher Raeburn, Lou Dalton and Richard James along with The English Gentleman also hit the schedule at London Collections: Men, each interpretation further displaying the extensive versatility and natural benefits of Merino wool in menswear.

### **GQ**

As Britain's most successful men's magazine, GQ is once again thrilled to be an Official Sponsor of London Collections: Men. The showcase of the best of British menswear and the country's biggest-selling upmarket men's publication is a natural fit – rather like the perfect bespoke suit.

The extraordinary success of London Collections: Men and its growth over six seasons proves that London is unquestionably the centre of the menswear universe, from the technical perfection of Savile Row to the directional dynamism of young British designers, this is the epicentre of men's fashion. In print, across our digital platforms and on social media, GQ's coverage of the event will be second-to-none, and we know – and our sales and metrics tell us – that our readers are hungry for the inside track on what is coming down the catwalks, who's in the front row and what's happening at the presentations and the

parties. GQ is all about British men's fashion and we are proud to say that we are officially at the heart of London Collections: Men.

### **Mercedes-Benz**

Mercedes-Benz continues its association with fashion and style as the car brand sponsor of London Collections: Men. A fleet of striking Mercedes-Benz models will ensure that guests move effortlessly, in style and comfort between the London Collections: Men catwalk shows and events. The cars, combining power and poise, mean that guests enjoy their very own Mercedes-Benz experience.

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### **TOPMAN**

TOPMAN has always been a stalwart supporter of emerging talent and has worked alongside such designers as Kim Jones, Christopher Shannon, Lou Dalton and Aitor Throup, early in their careers. Recent collaborations include London Collections: Men regulars – Sibling, Agi & Sam, James Long and Astrid Andersen - all of whom graduated from MAN.

MAN was born in 2005 as a joint partnership between TOPMAN and Fashion East - nurturing and supporting brilliant young menswear design talent. To date, MAN has supported more than 30 young menswear designers most of whom have graduated to become recipients of the NEWGEN MEN Award - of which TOPMAN is very proud to be the Official Sponsor. London Collections: Men signals a great milestone in the future of British menswear and one that TOPMAN is proud to have played such an influential role in achieving since the very beginnings of MAN all those years ago.

### **Fudge Professional**

Fudge Professional is thrilled to be continuing its collaboration with the British Fashion Council as the Official Hair Partner for London Collections: Men.

Fudge Professional will continue to build on its previous relationships working with designers James Long, Katie Eary, Christopher Shannon and Craig Green, as well as welcoming new partnerships with Belstaff, Matthew Miller and Lee Roach.

For its fifth season as sponsors of one of the biggest events in the menswear calendar, Fudge Professional will yet again play host to 'The Fudge Fix', a dedicated pop-up salon area for attendees in need of a fashion week hair fix. Located on the lower ground floor at Victoria House, Fudge Professional Brand Ambassadors will be providing dry cuts, blow-dries and styling.

For further info or backstage requests please contact Communications Manager; Eliane Banda on [eliane.banda@pzcussonsbeauty.com](mailto:eliane.banda@pzcussonsbeauty.com) or Senior Communications Executive; Lucy Frosdick on [lucy.frosdick@pzcussonsbeauty.com](mailto:lucy.frosdick@pzcussonsbeauty.com) and for hair appointments please contact [Sandy.Ortanca@pzcussonsbeauty.com](mailto:Sandy.Ortanca@pzcussonsbeauty.com)

Website: [www.fudge.com](http://www.fudge.com) Facebook: [facebook.com/fudgehair](https://facebook.com/fudgehair) Twitter and Instagram: @FudgeHair

### **Fashion and Beauty Monitor**

Fashion and Beauty Monitor is a proud supplier for London Collections: Men autumn/winter 2015. Established in 1989, it is the most powerful industry tool providing contacts, news and events information for the fashion, beauty and lifestyle industries. Fashion and Beauty Monitor provides over 55,000 global contacts, a forward planning calendar of events and daily announcements on the latest news and moves, keeping you in touch and up-to-date with this fast-paced industry. The service has also recently launched a US version, Fashion Monitor USA.

Fashion and Beauty Monitor will yet again host the London Collections: Men takeover site featuring a full schedule and interviews with key members of the industry involved with the four day event.

For more information about Fashion and Beauty Monitor contact [hannah.mccormick@fashionmonitor.com](mailto:hannah.mccormick@fashionmonitor.com).

### **Penhaligon's**

Penhaligon's is delighted to become the Official Skincare Sponsor of London Collections: Men 2015. The perfume house has worked exclusively with the British Fashion Council for the last year, scenting London Fashion Week and London Collections. The collaboration further cements the brand's expansion into the world of skincare after the launch of their first ever comprehensive grooming range, Bayolea this year.

### **The Radisson Blu Edwardian, Bloomsbury Street welcomes London Collections: Men**

Radisson Blu Edwardian, Bloomsbury Street is preparing to welcome the elite of menswear fashion as the Official Hotel of London Collections: Men. This year, the hotel will welcome an

official 'blogger-in-residence' who will stay for the duration of London Collections, sharing the fashion highlights of the week and hosting events for key fashion influencers.

For more information contact [eglmedia@edelman.com](mailto:eglmedia@edelman.com) or +44 203 047 2037.

## **Lavazza**

Press, buyers, designers and models at the biannual showcase of Britain's top fashion talent will be sipping from the most stylish coffee cups at London Collections: Men.

For the first time, Lavazza, the official coffee of London Collections Men, is partnering with Christopher Raeburn – the British designer known for his sustainable approach to design and iconic outerwear created from de-commissioned parachutes. The partnership will also extend throughout London Fashion Week in February.

Lavazza, Italy's favourite coffee, will be served in bespoke Christopher Raeburn designed cups throughout the three-day event. From Victoria House to the Old Sorting Office to backstage at Christopher Raeburn's show, Lavazza espressos and cappuccinos will be the fuel for sartorial style-makers all weekend long.

'It's great to work with a brand as prestigious as Lavazza, and especially see my designs come to life on a new medium and engage consumers in a completely different way - such as the pleasure of drinking coffee!' says Christopher.

London Collections: Men takes place from Friday 9 January to Monday 12 January 2015. The Christopher Raeburn catwalk show is on Saturday 10th January at 6pm, where Lavazza will be capturing all of the action backstage.

Follow @LavazzaUK on Twitter and Instagram to see what goes on backstage and for the chance to win tickets to the Christopher Raeburn London Collections Men catwalk show.

## **Warsteiner**

Warsteiner is delighted to be the official beer supplier to London Collections: Men as it gears up to celebrate the best in masculine attire and design.

Family-owned for nine generations, Warsteiner has been brewing since 1753.

Warsteiner, is enjoyed throughout the UK and considered to be the pinnacle of its style of beer. This finest-quality pilsner is bright golden colour with a superbly balanced taste – slight bitterness with notes of mild, crispy hops.

Warsteiner is available in over 60 countries and is served at iconic bars and restaurants in style leading cities around the World. In the UK, award-winning northern brewer Thwaites handles and develops the Warsteiner brand across both the on and off trade.

<http://www.warsteiner-uk.com>

[www.facebook.com/WarsteinerUK](http://www.facebook.com/WarsteinerUK)

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## **SWATCH**

As Official Partner of London Collections: Men Swatch will launch *Gran Turismo*, its latest collection, on site at Victoria House. The collection inspired by racing heroes from decades ago and where race cars seemed to have wings and the times did as well! *Gran Turismo* imitates a stylish suave time machine reflecting the spirit of this golden age.

With hard-to-miss dials, GOLDEN FRIEND (SUOB716) and SILVER FRIEND (SUOB717) are all about a classic look with a metallic twist. These stylish pieces don't need a spotlight to tell them when it's time to go. Shifted into gear and ready to burn rubber, BLAKE BRAKE (SUOB117) and RED BRAKE (SUOR104) have a need for speed and aren't shy about showing it. DOPPIOGIRO (YWS409) is bold and brooding with a dark tan and handsome features that counter DESTINATION MADRID (YVS419G), a sleek alternative with powerful lines and a mighty engine that could, can and will – just take a look under the hood.

Swatch will be based at Victoria House from the 9 - 12 January during London Collections: Men with its own Top Gear Scalextric track. Race cars in between shows for a chance to top the Time Trial Leaderboard and get a mug shot on the wall of fame! Every day the fastest lap wins a Gran Turismo watch. A mini version of the track will also be installed at the flagship store, 313 Oxford Street.

**RRP £44.50 - £120.50**

## **SUPERDRY**

Born of an inspirational trip to Tokyo, Superdry was created in 2003 by Julian Dunkerton and James Holder – both of whom are still the lifeblood of the brand today. With Dunkerton as Product & Brand Director and Holder as Brand & Design Director, Superdry's style values have never wavered throughout its extraordinary journey: incredible tailoring, super-soft cotton with authentic vintage washes, high-quality fabrics and iconic hand-drawn graphics all combine to create future classics. The core ethos to offer quality, value and design is as true today as it was in the early days. Now sold in more than 100 countries worldwide, Superdry is a true British fashion success story with a brand DNA synonymous with intricately details design, premium fabrics and British tailored cuts. With its roots based around Japanese imagery and vintage American sportswear, Superdry has evolved into the most diverse British lifestyle brand with a true global reach.

**-ENDS-**

[londoncollections.co.uk/men](http://londoncollections.co.uk/men)

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**Follow @LCMTimeline for up-to-date show start times**

**For press enquiries regarding London Collections: Men, please contact:**

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**For access to official video and image content from London Collections: Men register with our media portal:** [britishfashioncouncil.rightster.com](http://britishfashioncouncil.rightster.com) and for all enquiries contact: [fashion@rightster.com](mailto:fashion@rightster.com)

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**EDITORS 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 Fashion Film sponsored by River Island; BFC Rock Vault, BFC Headonism sponsored by Wedgwood, BFC/Vogue Designer Fashion Fund; BFC/GQ Designer Menswear Fund; BFC Contemporary sponsored by eBay; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. Showcasing initiatives include London Fashion Week, London Collections: Men, LONDON show ROOMS, the BFC/Bazaar Fashion Arts Foundation, International Fashion Showcase, the annual celebration of excellence in the fashion industry: the British Fashion Awards and London's biggest pop-up, Vodafone London Fashion Weekend.

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