

LONDON FASHION WEEK MEN'S

9-12 JUNE 2017

5th Anniversary
#LFWM

LONDON FASHION WEEK MEN'S CELEBRATES ITS 5TH ANNIVERSARY

Today, 12th June, marks the close of the fifth anniversary of London Fashion Week Men's. It has been a stellar week, further establishing London as the home of menswear and attracting designers, media, retailers and business leaders from 45 countries.

Alongside a show schedule featuring the talent, innovation and heritage that London is known for, this season also saw a number of stand-out events. Things kicked off on Thursday with an intimate celebration at Mark's Club, co-hosted by Caroline Rush CBE, Elizabeth Saltzman and Tracey Emin CBE, the event also saw Dylan Jones OBE launch his new book: London Sartorial: Men's Style from Street to Bespoke. Shows, events and presentations took place across the capital, from the brands and partners that are part of London's past and future menswear history, including 10 Magazine, Barbour International, Belstaff, British GQ & Tom Ford, Burberry, David Furnish x LqD, Dunhill, Hackett, Kent & Curwen, MAN, Mr Porter, Oliver Spencer, Rag&Bone, Stephen Webster, Stella McCartney, TOPMAN Design and Vivienne Westwood.

Renowned artist Tracey Emin CBE RA designed a special 5th anniversary logo for LFWM in her signature handwriting; two unique neon works were on display at the home of LFWM, The Store Studios, 180 Strand and a third in a dedicated window at Selfridges, London. The British Fashion Council (BFC) also collaborated with i-D to produce the A-Z of London Menswear, a salute to the vibrant visionaries who make the capital the most exciting place in the world for menswear today. A partnership with Ocean Outdoor increased the city-wide reach of the LFWM celebratory logo and content, featured on screens in Canary Wharf, Holland Park and Westfield London and seen by 1,510,884 views across 4 days. This morning sees the continuation of the BFC's collaboration with Snapchat, premiering the first LFWM global live story featuring Monday's standout moments, designed with a 5th Anniversary LFWM geo-filter.

NEW MENSWEAR INDUSTRY STATISTICS ANNOUNCED

The BFC are thrilled to see the growth of the UK menswear industry as announced by Mintel:

- The men's clothing market grew by **2.8%** in 2016 to reach **£14.5 billion**
- Menswear now accounts for **27%** (up 2% from 2016) of the total clothing market as sales of menswear continue to rise at a faster rate than womenswear
- Menswear is predicted to grow by **12.43%** between 2016 and 2021 to reach **£16.2 billion**
- **42%** of male shoppers agree that it is worth paying more for clothes made in Britain

London's Deputy Mayor for Culture and the Creative Industries, Justine Simons, said: *'From world-class designers and established brands, to emerging talent and independent boutiques, our great city can easily lay claim to being one of the big four fashion capitals of the world, alongside Paris, Milan and New York. Nowhere is this clearer than at London Fashion Week Men's, which attracts the crème de la crème of international designer talent, media and business leaders, everywhere from Mexico to Manchester. The past week has showcased exactly why our fashion industry is a global trailblazer and one that contributes a staggering amount to our city's economy every year. Full of innovation, imagination and style, the fifth anniversary of LFWM has once again presented London at its open, global and creative best.'*

Dylan Jones, Chair of LFWM, commented: *'The fifth anniversary of London Fashion Week Men's has been as surprising as it has been exhausting. With over 100 events, runway shows, presentations, installations, cocktail parties, dinners and full-on raves, #LFWM once again proved that London has more stamina than any other fashion capital. As for the shows, they have been extraordinary, from the*

psychedelic to the formal, from Charles Jeffrey and MAN to the best of Savile Row, and from Dunhill and Richard James to Vivienne Westwood. There really is no place like London.'

Since its inception, LFWM has showcased the breath of the British menswear market from emerging talent and streetwear to heritage brands and Savile Row tailoring. More than 200 brands have been a part of over 750 catwalk shows, presentations and events in venues across the capital in the last five years, with over 230 designers shown as a part of the Designer Showrooms.

In London's Olympic year, 2012, HRH Prince Charles hosted an event at St James' Palace to launch the first menswear showcase. The launch of a standalone menswear platform for London was made possible with support from the European Regional Development Fund (ERDF), the Mayor of London, the Department of International Trade, and BFC Partners. The first ever season of shows was brought together with the help of the BFC Menswear Committee, chaired by Dylan Jones OBE, who continue to support LFWM. An incredible community of people have taken part in the event each season, and the BFC wish to thank all designers, past and present sponsors, PRs, casting directors, models, production companies, venues, press and buyers who have been part of LFWM over the last five years. A special thank you to our menswear ambassadors: David Furnish, David Gandy, Dermot O'Leary, Hu Bing, Lewis Hamilton, Nick Grimshaw and Tinie Tempah.

The generosity and commitment of our sponsors is more vital than ever. Please join us in acknowledging their support for London Fashion Week Men's June 2017. **Official Sponsors:** British GQ, Etihad Airways, Lavazza Coffee, Lqd Skin Care, Mercedes-Benz, Radisson Blu Edwardian, London, TONI&GUY and The Vinyl Factory; **Official Suppliers:** DHL, evian, Fashion and Beauty Monitor, Launchmetrics, The Store, and Warsteiner Lager; **Official Funders:** The Department of International Trade, The European Regional Development Fund and The Mayor of London.

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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 BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. The BFC supports Boden's Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.

London Fashion Week Men's is owned and organised by the British Fashion Council and chaired by Dylan Jones OBE. The Department for International Trade is proud to be supporting London Fashion Week Men's.

BFC Menswear Committee: Adrian Clark - ShortList, Alannah Weston - Selfridges, Alex Bilmes - Esquire, Alexander Fury - T: Magazine, Anda Rowland - Anderson & Sheppard, Andrew Weitz - The Weitz Effect, Ben Cobb - Another Man, Dermot O'Leary, Catherine Hayward - Esquire, Christopher Bailey MBE - Burberry, Dan Stevens, David Walker-Smith, David Lauren - Ralph Lauren, David Gandy, David Furnish, David Walliams, Douglas Booth, Dylan Jones OBE - British GQ, Elizabeth Saltzman - Vanity Fair, Evgeny Lebedev - London Evening Standard, Gillian de Bono - How To Spend It, Gordon Richardson - TOPMAN, Grant Pearce - GQ Asia Pacific, Harold Tillman CBE, Helen Seamons - The Observer, Hu Bing, Imran Amed - Business of Fashion, Jefferson Hack - Dazed Group, Jeremy Langmead - Mr Porter, Jim Chapman, Lewis Hamilton, Luke Leitch - Vogue Runway, Lulu Kennedy MBE - Fashion

East, Marigay McKee, Nick Grimshaw, Paula Reed, Peter Howarth - Show Media, Richard James - Richard James, Richard Buckley, Robert Johnston - British GQ, Robert Konjic, Simon Burstein - Browns, Simon Fuller - XIX Entertainment, Sir Paul Smith CBE - Paul Smith, Stephen Ayres - Avenue 32, Tim Blanks - Business of Fashion, Tinie Tempah, Toby Wiseman - Men's Health, Tom Ford - Tom Ford, Tom Hiddleston, Tracey Emin CBE - Tracey Emin Studio, Wei Koh - The Rake.

FURTHER STATISTICS

The Menswear Industry by numbers:

- **36%** of male shoppers would be interested in more eco-friendly fabrics used in clothes, and **79%** of men are drawn to clothes with fabric innovations
- **59%** of men have purchased clothes online in the last 12 months (*Mintel's British Lifestyles 2016*)
- **\$440bn (£298bn)** worth of sales in menswear globally in 2014. **\$40bn (£27bn)** further sales predicted in the menswear apparel market reaching \$480bn (**£325bn**) by 2019 (*Euromonitor, 2015*)
- **27%** of male shoppers show a preference for purchasing British clothes, shoes and accessories (*Mintel, 2015*)
- **17.4%** growth in online sales of menswear between 2010 and 2015 outpacing all other categories. (*IbisWorld, 2015*)

The British Fashion Industry:

- Its sum parts contribute **£28 billion** to the UK economy, support **880,000** jobs and its GVA contribution grew **4.7%** last year compared to the economy's 2.2%
- The EU is the UK's largest export market for textiles and apparel
- UK exports of apparel and textiles were worth **£9.1bn** in 2016, rising from **8.5bn** in 2015. 2016's figures are up **28%** from **£7.1bn** in the five years since 2012 (*UKFT, 2017*)
- Apparel exports alone have risen **41%** to **£6.2bn** in this five year period, up **£1.8bn**
- The European Union was the UK's biggest export market for textiles and apparel in 2016 - accounting for **74%** of UK exports
- UK apparel and textile exports to the EU rose from **£4.9m** in 2012 to **£6.7bn** in 2016. Within the space of five years, this represents an increase of **£1.8 billion** or **36%**
- July 2016 saw a **5.9%** increase in retail sales compared with July 2015 and a **1.4%** increase compared to June 2016 (Office for National Statistics, 2016)
- The amount spent online increased by **16.7%** compared with July 2015 and increased by **1.2%** compared with June 2016 (Office for National Statistics, 2016)

Creative Industries

- The UK's creative industries continue to outgrow the rest of the economy, generating **£87.4bn** of value for the country during 2015 – this was **5.3%** of UK Gross Value Added (GVA) that year
- In 2015 the GVA of creative industries grew at a faster rate than the economy as a whole, increasing by **7.1%** since 2014, and **34%** since 2010. This compares to 2.3% and 17.4% respectively for the UK economy as a whole