

BRITISH FASHION COUNCIL  
**NEWGEN**  
SPONSORED BY TOPSHOP

**PRESS RELEASE**

**7<sup>th</sup> DECEMBER 2011**

**BRITISH FASHION COUNCIL AWARDS NEWGEN SPONSORSHIP FOR EMERGING FASHION  
TALENT FOR AUTUMN/WINTER 2012**

The British Fashion Council (BFC) today announced the names of 15 of London's brightest emerging fashion design talents who have been selected to receive BFC NEWGEN sponsorship, supported by Topshop, to show at London Fashion Week in February 2012. NEWGEN, established in 1993, is one of the world's most internationally recognised fashion design talent identification schemes.

NEWGEN recipients for autumn/winter 2012 sponsored by Topshop are:

**Catwalk sponsorship:** David Koma, Holly Fulton, J.JS Lee, J.W. Anderson, Michael van der Ham and Simone Rocha

**Presentation sponsorship:** Christopher Raeburn and Thomas Tait

**Installation sponsorship:** Nazir Mazhar and SISTER by SIBLING

**Exhibition sponsorship:** Huishan Zhang, James Long, Lucas Nascimento, Palmer//Harding, and Tim Soar

*All of the designers listed above under catwalk, presentation and installation sponsorship will feature in the NEWGEN space of The Exhibition at London Fashion Week.*

NEWGEN is an internationally recognised showcase for the best emerging British fashion talent and is central to the British Fashion Council's talent identification, designer development and showcasing programme. Since its inception, its alumni include Alexander McQueen, Matthew Williamson, Boudicca, Giles Deacon, Jonathan Saunders, Christopher Kane, Marios Schwab, Richard Nicoll, Erdem, Mary Katrantzou and Meadham Kirchhoff. The scheme has become a key draw for the international fashion media and buyers attending London Fashion Week.

Caroline Rush, Chief Executive of the British Fashion Council commented, "Autumn/Winter 2012 sees some of the most inventive and pioneering stars of the British Fashion Industry awarded the NEWGEN sponsorship and we are looking forward to seeing them participate in London Fashion Week in February which is set to be one of the most exciting to date."

Sarah Mower, BFC's Ambassador for Emerging Talent, said, "The calibre and variety of the talent coming up through NEWGEN is a brilliant reflection of exactly why London fashion will shine in 2012. The designers selected for runway shows this season – both the fully-fledged designers David Koma and Holly Fulton and the just-fledged JW Anderson – are joined by brand new talents who are working their way up through the exhibition and presentation stages. The panel was impressed at the way this new, incredibly diverse set of individuals are united in their focus on concentrating on something so special and professional at such a young age. Be it making shirts, like Palmer Harding, or knits, like Sibling, or precious eveningwear like newcomer Huishan Zhang – each one has distinguished themselves by being so happy to learn, co-operate and contribute to the NEWGEN group energy. I'd particularly like to thank the NEWGEN panel – a dedicated group of the most critical and experienced fashion editors, buyers and industry experts in Britain – who so enthusiastically volunteer their time, advice and mentorship to the cause of making London the very best it can be."

Mary Homer, Managing Director of Topshop adds, "The coming season marks Topshop's tenth anniversary of supporting NEWGEN, one of the fashion world's most exciting and reputable sponsorship initiatives. We're proud to have been a part of the scheme over the last decade and have seen some of fashion's leading lights pass through on their way to stardom. We look forward to providing ongoing support to London's design talent over the next ten years and beyond, and I wish this season's winners the best of luck."

NEWGEN offers catwalk designers financial support towards their show costs and the opportunity to use the BFC Catwalk Show Space. Others receive sponsored presentation or exhibition space to showcase their collections, offering an important introduction for young UK-based designers to influential press and buyers from around the world. NEWGEN also provides business and mentoring support through the BFC in partnership with Shoosmiths, Baker Tilley and Lloyds TSB.

Simone Rocha receives NEWGEN catwalk sponsorship for the first time in 2012. Simone's collections have generated great press recognition and have gained her extremely prestigious stockists throughout the world.

Progressive knitwear brand SIBLING is launching their second womenswear collection SISTER by SIBLING for AW12 with support from NEWGEN as an installation along with milliner Nasir Mazar. His collections take inspiration from a juxtaposition of street culture and vibrant ethnicity and his pieces have adorned the likes of Lady Gaga and Madonna.

Designers Lucas Nascimento and Huishan Zhang have received NEWGEN sponsorship for the first time and will be showcasing in the exhibition at London Fashion Week. Lucas Nascimento graduated in 2008 from London College of Fashion and has spent the last three seasons showing at Rio Fashion Week, his designs focus on the geometric and textural aspects of knitwear. Chinese born London based designer Huishan has found inspiration and direction in his own national identity creating a brand where Eastern heritage meets Western influence.

Tim Soar will showcase his second stand-alone womenswear line in the Exhibition at London Fashion Week. James Long also joins the exhibition with his progressive style and instantly recognisable use of leather and denim in his designs.

In 2012, Topshop will celebrate ten years of support of the NEWGEN scheme, providing London's diverse young fashion designers with a showcase to a global audience. Topshop offers additional support to designers by providing show venues and commissioning special collections available during and beyond London Fashion Week. Topshop's dedication to the support and growth of emerging talent remains unsurpassed.

London Fashion Week will run from Friday 17<sup>th</sup> February – Wednesday 22<sup>nd</sup> February 2012 and will be located at Somerset House, Strand WC2.

For more information on the NEWGEN designers visit

[www.britishfashioncouncil.com/newgen](http://www.britishfashioncouncil.com/newgen)

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## **EDITORS NOTES:**

1. The NEWGEN sponsorship scheme was established in 1993, acting as a promotional launch pad for young designers, attracting media profile, orders and investment whilst offering encouragement and support for new talent.
2. Previous NEWGEN winners include Alexander McQueen, Antonio Berardi, Clements Ribeiro, Julien Macdonald, Matthew Williamson, Boudicca, Sophia Kokosalaki, Giles Deacon, Jonathan Saunders and Gareth Pugh.
3. Topshop is an established supporter of young fashion designers in the industry. This is Topshop's 10<sup>th</sup> year of working with the BFC as the NEWGEN sponsor. Topshop also offers selected designers the use of the Topshop Show Space and continues to support previous winners through housing collections in the Boutique space at its flagship store in Oxford Circus, selected stores nationwide and from [www.topshop.com](http://www.topshop.com).
4. Sarah Mower was appointed the British Fashion Council's first Ambassador for Emerging Talent in May 2009 and is chair of the NEWGEN selection committee.
5. NEWGEN designers are selected by an advisory committee which draws from a pool of leading fashion directors, fashion editors and consultants who kindly lend their time and support to the British Fashion Council. This season's panel included Alex Fury, Showstudio; David Watts, BFC; Emma Elwick - Bates, Vogue; Holli Rogers, Net-a-Porter; Katie Bain, BFC, Laura Burlington; Louise Carter, BFC; Madeline Evans, Topshop; Melanie Rickey, Grazia; Ruth Chapman, Matches; Sophia Neophitou, 10 Magazine; Yeda Yun, Stella McCartney.
6. London Fashion Week is owned and organised by the British Fashion Council.