

LONDON COLLECTIONS: MEN

Press Release
24th April 2012

London Collections: Men provisional schedule out now

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The first London Collections: Men schedule brings together an exciting array of London's brightest menswear stars, British heritage brands and international names to show across the three day celebration of men's fashion.

Iconic British brands Dunhill, Hackett, Margaret Howell and Pringle of Scotland will host presentations alongside a selection of heritage brands and tailors from London's esteemed Savile Row. E.Tautz, Hardy Amies and Richard James will be showing their ready-to-wear collections, while presentations will be taking place on Savile Row on Friday 15th June. Belstaff will host an exclusive collection preview; Paul Smith is to host an event at BAFTA; there will be a Burberry Timepieces presentation and Thom Browne will present at Harrods.

London's New Establishment designers Christopher Kane and Jonathan Saunders will show their acclaimed menswear collections, joined by Richard Nicoll debuting his men's line. Reciprocating the success of their womenswear collections, they are sure to score international attention from press and buyers, and their shows will be highlights of the weekend.

In addition to over 50 shows and presentations, Burberry, Esquire & Mr Porter, GQ and Calvin Klein Collection, Louis Vuitton, Spencer Hart and Tom Ford will host events.

London Collections: Men will be the essential showcasing platform for London's emerging menswear talent through MAN and NEWGEN MEN initiatives, sponsored by TOPMAN. Highly anticipated Menswear Day regulars include Christopher Shannon, Christopher Raeburn, J.W. Anderson, Lou Dalton, TOPMAN Design and Fashion Forward recipient James Long.

Shows and events will be taking place at venues across London with The Hospital Club becoming the central hub for London Collections: Men. There will be three floors of showrooms and carefully curated static installations from over 25 ready-to-wear and accessories designers. Fashion East will host a group of designers creating static installations which will run from Friday to Saturday.

HRH The Prince of Wales will be hosting a reception to celebrate the launch of London Collections: Men on June 14th 2012. A full events programme and cultural listings will be announced in early May.

Visit www.londoncollections.co.uk for the latest news, schedules and information

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London Collections: Men will take place 15th-17th June 2012 at The Hospital Club, 24 Endell Street, WC2H 9HQ.

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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/Elle Talent Launch Pad; BFC Fash/On Film sponsored by River Island; BFC Rock Vault sponsored by International Palladium Board; BFC/Vogue Designer Fashion

Fund; Estethica; Fashion Forward; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, LONDON show ROOMS and the BFC/Bazaar Fashion Arts Foundation and the annual celebration of excellence in the fashion industry: the British Fashion Awards.

- **London Collections: Men** will form part of Fashion 2012, a central platform under which the industry is able to showcase and celebrate British fashion. It will provide a core focus for the industry and a calendar of the major fashion events and activities throughout London's Olympic year. For further information on Fashion 2012, please visit www.fashion2012.co.uk.
- In 2011, global men's wear sales increased an estimated 9 percent to 24 billion euros, or \$33.42 billion at average exchange rates, versus 22 billion euros, or \$29.20 billion, in 2010. Source www.wwd.com.
- **The Fashion 2012 Menswear Committee** is chaired by Dylan Jones, GQ, and includes: Alex Bilmes, Esquire; Christopher Bailey; Dan Stevens; David Furnish; David Gandy; David Walker-Smith, Selfridges; David Walliams; Elizabeth Saltzman; Evgeny Lebedev; Gordon Richardson, TOPMAN; Harold Tillman CBE; Imran Amed, Business of Fashion; Jeremy Langmead, MR PORTER; Jo Levin, GQ; Lulu Kennedy, Fashion East; Marigay McKee, Harrods; Richard James; Simon Fuller; Stephen Ayres, Liberty; Tim Blanks; Tinie Tempah; Tom Ford and The Mayor of London's Office.
- For over seven years, **The Hospital Club** has offered a unique and inspirational environment for the creative industries to come together to create, connect and collaborate in the heart of Covent Garden. With a keen focus on supporting emerging talent, its entire philosophy is centered on cultivating enterprise across the creative industries, from Fashion to Film; from Design to Digital. www.thehospitalclub.com