

LONDON FASHION WEEK

14-18 SEPTEMBER 2012

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PRESS RELEASE
SEPTEMBER 2012

LONDON FASHION WEEK & BRITISH FASHION INDUSTRY FACTS & FIGURES **SEPTEMBER 2012**

"2012 has been an unforgettable year for our city and the serotonin is still flowing with the launch of the talentfest that is London Fashion Week. We have astonishingly creative people working in the capital, bringing energy and ideas as well as generating business. Over just a few days Fashion Week showcases our best fashion designers, puts London's creative industries on the front pages and brings in over £100 million of orders alone."

The Mayor of London Boris Johnson

- 62 catwalk shows and 20 presentations to take place over 5 days
- 110 UK and international emerging and established, ready-to-wear and accessory designers at The Exhibition at London Fashion Week (LFW)
- rag & bone to show collection on the official schedule for the first time
- Philip Treacy and Preen returning to show at LFW
- New presentations to the schedule include Lucas Nascimento and Marques Almeida as part of the NEWGEN sponsored by Topshop scheme, Huishan Zhang and Willow
- Vodafone is principal sponsor of London Fashion Week for a second season (part of a 3 year deal)
- In a first for London Fashion Week, Jonathan Saunders (winner of the BFC/Vogue Designer Fashion Fund) has worked with the BFC to create bespoke visual event branding and marketing materials that will be used across London Fashion Week for the SS13 season – this is based on an adapted version of his ombre print from Resort 2013
- This season sees the launch of the Rock Vault Dozen. The scheme will see twelve jewellers invited to design a ring created from up to an ounce of the precious metal Palladium. These rings will be showcased, alongside the jewellers' full collections, in a dedicated exhibit as part

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of the BFC's Rock Vault, sponsored by the International Palladium Board and curated by Stephen Webster

- This season's NEWGEN sponsored by TOPSHOP designers with official catwalk shows are: J.W. Anderson, Michael van der Ham and Simone Rocha
- This season's Fashion Forward is sponsored by eBay Fashion and the Mayor of London supporting Henry Holland; Louise Gray and Mary Katrantzou to show
- For the first time The Exhibition at London Fashion Week will also incorporate the newly renovated West Wing, ensuring the majority of areas can be accessed from the main courtyard. This new wing will house the BFC Rock Vault, Estethica, Headonism supported by Royal Ascot, West Wing showrooms and the new Buyers Information Point supported by Samsung
- The Exhibition at LFW feature areas include 15 Estethica designers, 12 NEWGEN, sponsored by TOPSHOP designers and the First Floor Showrooms
- International press are attending from 42 countries. International buyers are attending from 28 countries
- Over 5,000 visitors are expected: buyers, TV & radio crews, journalists and photographers
- Media coverage equals or exceeds most major news and international sporting events
- UK media coverage each season exceeds £100m (source: Precise) and media coverage from the International Guest Programme exceeds £61m (source: BFC)
- It is estimated that orders of over £100m are placed during LFW each season; the International Guest Programme alone generates over £74m of orders (source: BFC)
- The direct value of the UK fashion industry to the UK economy is £21 billion (*source: BFC Value of Fashion Report 2010*)
- Oxford Economics estimates that sales of UK designer clothing have been rising by around 20% a year in the last decade, and are currently worth somewhere between £2.5 and £2.9 billion. (*source: BFC Future of Fashion Report 2012*)
- Fashion's wider contribution to the economy in influencing spending in other industries is estimated to stand at over £37 billion (*source: BFC Value of Fashion Report 2010*)
- The UK fashion industry is estimated to support 816,000 jobs and is the largest employer of all the creative industries. The sector also provides opportunities to minority groups to a greater extent than most other creative industries (*source: BFC Value of Fashion Report 2010*)

For further information on London Fashion Week visit www.londonfashionweek.co.uk



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Editors Notes:

- **LFW Catwalk Shows** will run from Friday 14th September – Tuesday 18th September 2012
- **Opening Hours of The Exhibition** at London Fashion Week, Friday 14th – Monday 17th September 2011 10am - 7pm and Tuesday 18th September 10am – 6pm.
- 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 Fashion Film sponsored by River Island; BFC Rock Vault sponsored by International Palladium Board; BFC/Vogue Designer Fashion Fund; Estethica; Fashion Forward sponsored by eBay Fashion and the Mayor of London; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, LONDON show ROOMS, the BFC/Bazaar Fashion Arts Foundation, International Fashion Showcase and the annual celebration of excellence in the fashion industry: the British Fashion Awards.
- The British Fashion Council's International Guest Programme is an integral part of the BFC's LFW promotional strategy. Supported by UK Trade & Investment (UKTI), it is designed to strengthen and stimulate international business for LFW designers and international attendance at LFW. It enables the most influential and relevant buyers and press to visit London to work with London-based designers and their collections. UKTI works with UK-based businesses to ensure their success in international markets, and encourage the best overseas companies to look to the UK as their global partner of choice. Special thanks to UK Trade & Investment for their ten years of support to London Fashion Week and the International Guest Programme

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- The BFC Value of Fashion and Future of Fashion reports can be found at the following links:

www.britishfashioncouncil.com/valueoffashion;

www.britishfashioncouncil.com/futureoffashion

