

# LONDON SHOW ROOMS

## FARFETCH.COM

**PRESS RELEASE**  
**18 December 2012**

### **BFC ANNOUNCE LONDON SHOW ROOMS IN ASSOCIATION WITH FARFETCH.COM**

The British Fashion Council (BFC) announce today a new and exciting partnership between LONDON show ROOMS, one of the BFC's international showcasing initiatives, and farfetch.com, the revolutionary online market place for independent boutiques which looks to nurture talent and foster diversity in fashion. farfetch.com will collaborate with LONDON show ROOMS providing support through joint events in each market and will open up their global network of boutiques to LONDON show ROOMS designers.

LONDON show ROOMS aims to develop the profile of British designers many of which have been identified as London's stars and future global fashion brands. This year saw 59 designers showcase their collections in eight showrooms across four key markets; Paris, LA, New York and Hong Kong.

Caroline Rush, CEO of the BFC says, *"LONDON show ROOMS is an essential initiative to promote British talent internationally and I am thrilled that farfetch.com, a unique online fashion market place, has come on board to support it. This association will enable LONDON show ROOMS to further expand and develop into new markets, enabling us to continue to promote and support British designers internationally."*

Jose Neves, CEO and Founder of farfetch.com commented, *"We are delighted to be the first global partner of LONDON show ROOMS a dynamic initiative from the British Fashion Council. We believe the association with farfetch.com is a perfect fit as it connects talented and visionary British designers - all with a unique view point on fashion with the world's best independent boutiques. Our business model is about celebrating independence and entrepreneurship by providing a platform for these amazing boutiques to sell to a fashion savvy global audience. What better way to showcase this than to support such a worthwhile project."*

LONDON show ROOMS is a British Fashion Council project aimed at boosting British designers exports and raising the profile of British designers in international markets. Launched in Paris in October 2008, this initiative provides a unique opportunity for emerging British designers to promote themselves outside London. The project is co-curated and directed by Anna Orsini and Barbara Grispi for the British Fashion Council. The pop-up showroom is a strategic element of the British Fashion Council's support and mentoring scheme with the aim to promote London design internationally and secure new export business.

farfetch.com is an online marketplace that brings together over 250 of the best independent global fashion stores, making their 82,000 highly curated products available at the click of a button. farfetch.com forms the hub of a global fashion community that unites independent boutiques around the world with fashion lovers. This pioneering concept brings together the collections of Europe and North America's most influential, multi-brand designer boutiques, and so provides customers with an unrivalled range of labels and products in one easy-to-shop website.

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For more information on LONDON show ROOMS visit:

[www.londonshowrooms.co.uk](http://www.londonshowrooms.co.uk)

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**Editor's Notes**

1. 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 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 Collections, 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.

2. **LONDON show ROOMS** forms part of a project which supports international showcasing for British designers, included in BFC sponsorship schemes, and which is part-financed by the GLA's European Regional Development Fund Programme 2007-2013. The project has secured £743,000 of European Union funding from July 2011 – June 2013.
3. **farfetch.com**: shop the world's best boutiques. **farfetch.com** is the online marketplace that brings together 250 of the best independent global fashion stores, making their 82,000 highly curated products available at the click of a button.  
Product offer - 82,000 items from over 2,000 + of the best brands carefully selected by the world's best buyers  
Boutique Network - 250 boutiques
4. LONDON show ROOMS is supported by **UK Trade & Investment (UKTI)**. UK Trade & Investment, the Government department that helps UK-based companies succeed in the global economy, supports the UK's cutting edge fashion industry by helping companies grow their business internationally. UK designers export over two thirds of the clothing they produce, and the UK footwear industry sells over 90 per cent of its production around the world. Through expert guidance and key event support, UKTI is well-placed to help maximise the international trade potential of the fashion sector.
5. A dedicated team in London provides expert advice to over 500 London based fashion companies per year, from small designers to large retail brands, as well as clinics, workshops, market visits and financial support to access overseas exhibitions. UKTI assists the BFC and UKFT on a number on key events both in the UK and abroad and runs a number of programmes for new and experienced exporters.