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PRESS RELEASE
MARCH 2009



British Fashion Council's 'LONDON show ROOMS' In Paris Attracts Top International Press and Buyers

'LONDON show ROOMS' opened with Sarah Mower (Style.com/Vogue USA) hosting a brunch in Paris, 6th March 2009, attracting key international press and buyers including four Vogue Editor-in-Chiefs Anna Wintour Vogue USA, Alexandra Shulman Vogue UK, Franca Sozzani Vogue Italy and Mitsuko Watanabe Vogue Japan.

"This was a very successful sales campaign. Lots of buyers and just as importantly lots of great press. Sarah Mower did a stellar job organising the brunch on the Friday which saw a fantastic turn-out of some of the world's most important press. The showroom was very well attended throughout the duration by many of the most important buyers working today. This showroom proves that British based companies can provide a great product and can compete on an equal footing with all other international design companies in the world." Todd Lynn Designer

500 buyers and press from over 41 countries were welcomed by the British Fashion Council at 'LONDON show ROOMS' over 7 days. This showroom in Paris provides a unique opportunity for emerging British designers to promote themselves outside London. This pop-up showroom is a strategic element of the British Fashion Council's support and mentoring scheme. It aims to promote London design internationally and secure new export business.

Now in its second season 'LONDON show ROOMS' was attended by fashion directors from all of the key international department stores including Hong Kong's Lane Crawford; New York's Barneys, Bergdorf Goodman, Bloomingdales and Saks; Paris' Galleries Lafayette, Printemps and Le Bon Marché, Milan's La Rinascente and Japan's Isetan group. Great attendance also came from independent boutique owners and opinion formers including from Italy: 10 Corso Como Penelope, Degli Effetti, Luisa Via Roma, Tessabit, Bernardelli, Tiziana Fausti; from France: Maria Luisa, L'Eclaireur, Colette, Gago, Zenta; from USA: Ikram, Blakes, H Lorenzo,



Des Kohan, Opening Ceremony, Relish; Seven from Middle East : Villa Moda, Boutique 1, DNA, Al Ostoura, Al Othman, Ashti.

The exhibiting designers have all received sponsorship, for either present or previous seasons, through one of the BFC's talent support schemes NewGen, Fashion Forward or independent showcase Fashion East. They included Fashion Forward's Erdem, NewGen's House of Holland, Meadham Kirchhoff, Mark Fast, Mary Katrantzou, Cooperative Designs, David David, Emilio De La Morena, Felder Felder, KTZ, Louise Gray, Marjan Pejowski, Osman Yousefzada, Todd Lynn and Fashion East's MFP - Maria Francesca Pepe and Natascha Stolle.

Harold Tillman, Chairman, British Fashion Council, commented, "*The quality and number of guests to 'LONDON show ROOMS' this season underlines the continued and growing interest in London's emerging talent. This initiative provides the designers, after their presentations in London, with an opportunity to meet directly with the fashion industry's most important decision makers in a focused and professional sales environment.*"

The 'LONDON show ROOMS' is supported by the London Development Agency and UKTI is a British Fashion Council initiative.

- Ends -

For more information regarding the British Fashion Council and London Fashion Week please contact:

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Editors Notes:

1. The **British Fashion Council** (BFC) is a not for profit limited company set up in 1983 to promote British Fashion and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events.
2. The **New Gen** sponsorship 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. Topshop continues its support of the New Gen scheme for the fifteenth consecutive season.
3. **Fashion Forward** is a British Fashion Council scheme designed to provide support to UK based designers who have already established a profile at London Fashion Week through the New Generation programme, or who are at an equivalent stage in their business. The primary aim is to enable designers to show their collections at London Fashion Week and develop their businesses through access to a range of advisors. Fashion Forward sponsorship recipients are selected by a panel of press, buyers and representatives from the BFC. Funding for this year's Fashion Forward programme has come from the London Development Agency.
4. Set up in 2000, **Fashion East** is an Old Truman Brewery non-profit project which selects and launches three emerging designers each season at LFW to showcase their collections on the Fashion East catwalk. Jonathan Saunders, Marios Schwab, Gareth Pugh, Richard Nicoll, Roksanda Illincic and Meadham Kirchhoff are all past success stories of the project.

5. **The London Development Agency (LDA)** The London Development Agency aims to improve the quality of life for all Londoners - working to create jobs, develop skills and promote economic growth. The LDA awarded the British Fashion Council a three-year funding package worth £4.2million in December 2007. As part of the grant agreement the British Fashion Council will provide business support to London's emerging designers and raise the profile of London Fashion Week to international markets.
6. **UK Trade & Investment (UKTI)** is the Government organisation that supports both companies in the UK doing business internationally and overseas enterprises seeking to locate in the UK. They offer a range of services to assist British companies in developing their activities overseas or to promote certain product sectors by means of presentations, seminars and broader initiatives. UK Trade & Investment includes the foreign and commonwealth office, a multinational network and a world leader in trade development and investment promotion.