

LONDON FASHION WEEK

15-19 FEBRUARY 2019

PRESS RELEASE

Wednesday 13th February

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A GLOBAL PLATFORM CELEBRATING CREATIVITY, INNOVATION & BUSINESS

London Fashion Week, Friday 15th – Tuesday 19th February, will showcase over 100 businesses leading in creativity and innovation with visitors from 49 countries. This season the British Fashion Council are putting a focus on a move towards more sustainable practices and their Positive Fashion initiative through a partnership with BBC Earth and designer Amy Powney of Mother of Pearl. The collaboration will explore the impact fashion industry has on the planet while highlighting the positive tangible opportunity for sustainable fashion choices by businesses and mindful consumer behaviour.

On Tuesday 19th February, the Queen Elizabeth II Award for British Design will be presented to Bethany Williams by the Duchess of Cornwall. The Award recognises creativity in design while embedding sustainability and community practices within the business.

February 2019 will mark the second London Fashion Week that the catwalks and designer showrooms at the event will be fur free. The BFC survey around use of fur continues to reflect what is seen as a cultural change with more designer businesses and international brands choosing not to show fur as part of their collections and increasingly more moving to being completely fur free businesses.

FACTS & FIGURES

The show schedule features over **100** catwalk shows, presentations and events. This season, there are **52** designers on the LFW Show Schedule, **31** presentations, **17** events, **over 60** designers exhibiting in the Designer Showrooms and **7** NEWGEN designers in the NEWGEN Designer Pop-up.

Today the British Fashion Council announces new data on the British Fashion Industry:

Consumer spending on womenswear rose 5.5% to £30.9billion in 2018.

Womenswear now accounts for 51% of the total clothing market, whilst menswear accounts for 26%.

Consumer spending on clothing is forecast to rise 25% to £76 billion in the next five years to 2023.

(Mintel, 2018)

Further stats:

- The fashion industry directly contributed £32.3billion to the UK GDP in 2017 (\$41.8billion). This represents a 5.4% increase after 2016; a growth rate 1.6% higher than the rest of the economy. The Fashion industry employs almost as many people as the financial sector with 890,000 jobs (*Oxford Economics, 2018*)
- £42bn contributed by culture and creativity to London's economy per year (*london.gov.uk*)
- £10m generated every hour by the Creative Industries (*london.gov.uk*)
- 1 in 11 of all UK jobs are in the UK creative economy. This comprises jobs in the creative industries and creative jobs which are in non-creative organisations (e.g. design or marketing teams within manufacturers). (*Creative Industries Council, July 2018*)
- 1 in 6 jobs in London are in the creative economy (*london.gov.uk*)

LONDON FASHION WEEK FEBRUARY 2019 SCHEDULE

The London Fashion Week catwalk and presentation schedule, Designer Showrooms and DiscoveryLAB at The Store X, 180 Strand feature the very best of emerging and established names within the industry.

This season we are delighted to welcome back to London **Vivienne Westwood**, winner of the *Swarovski Award for Positive Change* at The Fashion Awards 2018. **Victoria Beckham** will show in London for the second season and following last season's much anticipated first collection under new Chief Creative Officer Riccardo Tisci, **Burberry** host their catwalk show on Sunday 17th February. London's New Establishment continue to be a key draw with shows including **Erdem**, **JW Anderson**, **Christopher Kane**, **Simone Rocha**, **Roksanda**, **Emilia Wickstead**, **Peter Pilotto** and **Mary Katrantzou**.

The NEWGEN 2018/19 line-up, the internationally celebrated BFC talent identification scheme includes catwalk shows from **Kiko Kostadinov** and **Matty Bovan** on Friday, **Halpern** on Saturday and **Richard Malone** on Monday as well as **Supriya Lele** and **Paula Knorr** who host presentations on Saturday 16 and Monday 18 respectively. **Wales Bonner** will be joining the womenswear schedule for the first time presenting a co-ed show whilst **Richard Quinn**, *British Emerging Talent Womenswear* winner at The Fashion Awards 2018 in partnership with Swarovski will show on Tuesday. NEWGEN Accessories designer **ISOSCELES Lingerie** will showcase her collection within the DiscoveryLAB and **Alighieri** and **The Season Hats** will both have a dedicated space in the Designer Showrooms.

The **DiscoveryLAB** is an experiential zone for thinkers, makers, explorers and innovators across the landscape of fashion, art, technology and performance will include presentations from **Fabian Kis-Juhasz**, **HANGER**, **Katie Ann McGuigan**, **Miló Maria**, **NABIL NAYAL**, **NATALIEBCOLEMAN**, **POSTER GIRL**, **Renata Brenha**, **Rue-L**, **STEVE O SMITH**, **UNDERAGE** and **Wesley Harriott**.

New additions to the schedule include **16Arlington**, **Asai** and **Symonds Pearmain**. Other internationally celebrated designers include **Adidas x Ji Won Choi**, **A.W.A.K.E Mode**, **Alexa Chung**, **Alice Archer**, **Amanda Wakeley**, **Ashish**, **Ashley Williams**, **Aspinal of London**, **Bora Aksu**, **Chalayan**, **David Koma**, **Edeline Lee**, **Emma Charles**, **ERRORTIQUE**, **Eudon Choi**, **Fashion East**, **Fyodor Golan**, **Gayeon Lee**, **House of Holland**, **Huishan Zhang**, **International Woolmark Prize**, **IZZUE**, **Jamie Wei Huang**, **Jasper Conran**, **Jenny Packham**, **Johnstons of Elgin**, **Malene Oddershede Bach**, **Margaret Howell**, **Markus Lupfer**, **Marta Jakubowski**, **Molly Goddard**, **Mother of Pearl**, **Natasha Zinko**, **On/Off**, **Pam Hogg**, **Paul Costelloe**, **Ports 1961**, **Preen by Thornton Bregazzi**, **Pringle of Scotland**, **Push Button**, **RIXO London**, **Rejina Pyo**, **Roberta Einer**, **Roberts Wood**, **Roland Mouret**, **Ryan LO**, **Shrimps**, **Tara Lilly**, **Tata Naka**, **Toga**, **OSMAN**, **Toogood**, **Xiao Li**, **Xu Zhi** and **Zandra Rhodes** will be on schedule to showcase their latest collections.

London Fashion Week Partnerships

The generosity and commitment of our sponsors, suppliers and supporters is more vital than ever. Please help us by acknowledging their support for London Fashion Week September 2018: Official Sponsors Code 8, Evening Standard, JD.com, Inc., Lavazza, The May Fair Hotel, Mercedes-Benz, Nivea, The Store X, TONI&GUY; Official Suppliers Bags of Ethics, DHL, evian, Fashion & Beauty Monitor, The Gel Bottle, Getty Images, Lärabar, Launchmetrics, Peroni Nastro Azzurro, PROPERCORN, Propress, Scavi & Ray Prosecco, S by Sloggi; Official Supporters: The Department for International Trade, The European Regional Development Fund and The Mayor of London.

Partner stories in numbers:

- 32,000 miles driven between shows by a luxurious fleet of fuel-efficient chauffeured Mercedes-Benz cars
- 20,000 cups of espresso served and 200kg of Lavazza coffee consumed
- There were 3,000 cocktails consumed in May Fair Bar between 14-18th September 2018.
- 17,000 Larabars sampled onsite
- 9,000 cans of new NIVEA Black & White Invisible Silky Smooth deodorant sampled
- 7,014 products used by TONI&GUY and label.m backstage
- 4,000 Festival Tote Bags and Pouches will be produced by Bags of EthicsTM which have been made with ethically sourced cotton, non-toxic inks in an award-winning factory in Pondicherry, South India in which 90% of the workforce are women. The bag can be reused 5,000 times.
- 3000 copies of the ES Magazine Fashion Edition handed out at LFW
- 1000+ The GelBottle Inc nail tips to be used to create nail designs for Shrimps, Ashish and Ashley Williams.

- ENDS -

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ABOUT BRITISH FASHION COUNCIL

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 Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.

Notes to Editors:

POSITIVE FASHION

In 2019 the British Fashion Council continues to focus on its Positive Fashion initiative, a platform designed to celebrate industry best practice and encourage future business decisions to create positive change through three key strategic pillars -

SUSTAINABILITY – Focusing on social, environmental and business governance to drive a more sustainable fashion future. Positive Fashion champions the long term sustainability of the fashion sector which contributes £32.3 billion to the UK economy in GDP and supports 890,000 jobs. Through the power of collective influence, our Positive Fashion committee of global brands, designer businesses and industry stakeholders gather thought leadership and drive change through best practice.

EQUALITY & DIVERSITY – Represents the people, from the product makers to the staff, students and models who pioneer our brands. The BFC takes the lead in setting the standards for an industry that strives to represent equality and diversity on the global stage. Championing the importance of every person in the sector as a vital and valuable part of our industry entitled to be treated with respect and dignity.

CRAFTSMANSHIP & COMMUNITY - Supports the community of talent, skills and craftsmanship that make up our unique industry. Our initiatives are designed to develop connections and understanding between designers and manufacturers taking a holistic approach to the long term viability of the sector. We celebrate the wealth of talent and capability that is unique to British designer businesses.

Fashion SWITCH to Green

In February 2019 20 brands and businesses have committed to the British Fashion Council and Vivienne Westwood Fashion SWITCH To Green Campaign. The project is designed to bring the fashion industry together to lead in ambitious climate action, for a safer and greener future. As part of our Positive Fashion initiative, the campaign asks industry leaders to commit to SWITCH to a green energy supplier by 2020, with the aim of having all London based designers and retailers in the fashion sector SWITCH to Green, by 2020. The year 2020 significant, tying the campaign to the Paris Agreement within the United Nations Framework Convention on Climate Change.

Current SWITCH to Green campaign efforts amount to an estimated 355 million kilowatt hours sourced from green energy and the equivalent of 125K tonnes of CO2 emissions avoided.

Diversity - #LondonIsOpen

The BFC supports the Mayor of London's campaign, #LondonIsOpen which highlights the diversity and inclusivity of the city and encourages inclusiveness at a time of uncertainty in the UK. The

#LondonIsOpen campaign aims to spread the message that our greatest strengths as a city lie in diversity and the commitment is that this remains in a post-Brexit world, across industries and nationalities. Focused on Europeans in London The Mayor has launched an EU Londoners Hub – acting as a resource to help London's European citizens access the information they need to stay in the UK after Brexit.

[EU Londoners Hub](https://www.london.gov.uk/what-we-do/business-and-economy/representing-london-brexit-talks/eu-londoners-hub) (<https://www.london.gov.uk/what-we-do/business-and-economy/representing-london-brexit-talks/eu-londoners-hub>)

BBC Earth x BFC x MoP Campaign

This season the BFC is working with BBC Earth and sustainable fashion designer Amy Powney of Mother of Pearl in a partnership to discuss Positive Fashion. In the first event of its kind, this collaboration brings together the global reach of the BBC and the influence of fashion through a BBC Earth x British Fashion Council x Mother of Pearl talks series and evening event with industry visionaries and thought leaders during London Fashion Week. The focus of the talks will be centered on the impact the fashion industry has on the planet while highlighting the positive tangible opportunity for sustainable fashion choices and mindful consumer behaviour. These talks are open to the public and will run on Saturday 16th February at the Store X, 180 Strand.