

BRITISH FASHION COUNCIL

NEWGEN

Press Release

Tuesday 4 December

**BRITISH FASHION COUNCIL ANNOUNCES NEW PARTNERSHIP WITH BROWNS
IN SUPPORT OF BFC'S NEWGEN INITIATIVE**

The British Fashion Council (BFC) is delighted to announce a new partnership with luxury retailer Browns to support its NEWGEN initiative. NEWGEN is the BFC's internationally-celebrated talent identification scheme that supports the very best emerging talent and aims to build global, high end fashion brands of the future. The scheme offers designers financial support, showcasing opportunities and the time and support to hone in on critical business skills to futureproof their businesses. The BFC, with support from the NEWGEN committee, delivers individual mentoring and business training sessions to assist the designers as they develop their business infrastructure and skills. NEWGEN designers are identified by their creativity, strong design aesthetic and point of difference. Browns as one of many NEWGEN partners will strengthen the support system for young designers by helping to fund the scheme, sitting on the NEWGEN judging panel and providing key business and retail expertise through mentoring programmes.

NEWGEN sponsorship is awarded annually to both womenswear and menswear designers who show at either London Fashion Week or London Fashion Week Men's. From 2018, NEWGEN will also encompass accessories, including all categories across shoes, bags, hats, jewellery and fine jewellery.

Caroline Rush, CEO British Fashion Council commented: "I am delighted to welcome Browns as one of the partners of NEWGEN and look forward to working together, benefitting from their many years of expertise and reputation as a home for new talent; to help support our exceptional NEWGEN designers to build their labels into future international brands."

Hollie Rogers, CEO Browns said, 'We are thrilled to be partnering with the BFC on NEWGEN and upholding the Browns legacy of championing new talent and innovation. Through partnerships like this, we will continue to demonstrate the Browns ethos and we look forward to working closely with the BFC and the designers to build out meaningful initiatives with support and mentorship at the heart.'

Heralded as an incubator for new talent, London luxury retailer Browns has been a fixture on the London scene since 1970 and cements its support of new designers through this new partnership with the BFC and its NEWGEN initiative.

With the search for creativity, innovation and originality defining the Browns spirit, the BFC's NEWGEN initiative, aligns with the ethos of which Browns was founded upon and continues today with its cool to be kind message. Formally spearheaded by Joan Burnstein this continues to be championed by CEO Hollie Rogers, who joined the retailer in 2015. The first to introduce brands such as Ralph Lauren and Calvin Klein to the UK, Mrs B (as she is affectionately known) also discovered home grown talents like Alexander McQueen and John Galliano, championing them in a way that no one else could. This unique edit and legacy is how Browns continues to operate today working with new talent from all corners of the globe including NEWGEN local talent such as Supriya Lele and Paria Farzaneh who launched into Browns this past year. Browns currently has two boutiques in London - iconic South Molton Street and Browns East in Shoreditch which opened in October 2017.

2018/19 NEWGEN recipients are; **A-COLD-WALL***, **Alighieri**, **Charles Jeffrey LOVERBOY**, **Halpern**, **ISOSCELES Lingerie**, **Kiko Kostadinov**, **Liam Hodges**, **Matty Bovan**, **Nicholas Daley**, **Paula Knorr**, **Per Götesson**, **Phoebe English**, **Richard Malone**, **Richard Quinn**, **Supriya Lele**, **The Season Hats**, **WALES BONNER** & NEWGEN ONES TO WATCH; **Bianca Saunders** & **paria/ FARZANEH**.

The British Fashion Council's design support schemes now fall under our charity BFCVDFF Ltd charity 1139079.

This charity receives funds from various partners and individuals to support our designer support schemes.

The BFC/Vogue Designer Fashion Fund is part of the BFC's business support initiatives aimed at supporting British designers and businesses from school level to emerging talent and future fashion start-ups through to new establishment and global brands.

Previous winners of the Fund include **Christopher Kane**, **Erdem**, **Mary Katrantzou**, **Molly Goddard**, **Mother of Pearl**, **Nicholas Kirkwood**, **palmer//harding**, **Peter Pilotto** and **Sophia Webster**.

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The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and coordinate 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 Fashion Film; BFC/GQ Designer Menswear Fund; BFC/Vogue 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.

Browns launched into the London scene in 1970. At a time when there were no multi-brand boutiques, Joan Burstein and her husband Sidney bought the first of five Georgian townhouses on South Molton Street and changed the course of retail and fashion history forever. The first to introduce brands such as Ralph Lauren and Calvin Klein to the UK, the wonderful Mrs B also discovered home grown talents like Alexander McQueen and John Galliano, championing them in a way that no one else could. The search for creativity, innovation and originality continues to define the Browns spirit. In 2015, Farfetch (also known for its pioneering approach) bought and invested in Browns, with Holli Rogers joining Browns as CEO that same year. Combining the Browns DNA with Farfetch's tech brilliance, Browns is now on a journey to be THE luxury shopping experience of the future; harmonising the best parts of the beloved boutique shopping experience with the speed and convenience of e-tail.

The logo for Browns, featuring the word "Browns" in a large, bold, black serif font. The letters are slightly slanted, giving it a dynamic feel. The "B" is particularly prominent, with a thick vertical stroke and a wide horizontal bar across the middle. The "n" has a unique, rounded, and slightly irregular shape compared to standard letterforms.