

PRESS RELEASE
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LONDON FASHION WEEK & BRITISH FASHION INDUSTRY FACTS & FIGURES

On 20 February 2015, the 61st edition of London Fashion Week (LFW) returns to showcase 78 designers on a schedule that boasts some of the world's most powerful creative talent. The opening day will highlight the UK's inimitable reputation for fashion education as the largest reunion of Central Saint Martins graduates will gather to honour the memory of the late Professor Louise Wilson OBE. The first day will close with the Central Saint Martins MA show which will feature the collections of the last of her graduates.

Global brands including Anya Hindmarch, Burberry Prorsum, Hunter Original, Paul Smith, Pringle of Scotland, Topshop Unique and Vivienne Westwood Red Label will show alongside future brands Christopher Kane, Erdem, Jonathan Saunders, J.W. Anderson, Mary Katrantzou, Peter Pilotto, David Koma, Emilia Wickstead and Gareth Pugh who returns to LFW to celebrate his 10th anniversary. New catwalk additions to the schedule include Joseph and Mother of Pearl.

Emerging talent including Shrimps, Simone Rocha, Sophia Webster and Thomas Tait will show alongside Fashion East designers, Caitlin Price, Ed Marler and Mary Benson, and a glittering NEWGEN line-up featuring 1205, Ashley Williams, Claire Barrow, Danielle Romeril, Faustine Steinmetz, Marques'Almeida, Ryan Lo and newcomers Marta Jakubowski, Molly Goddard and Sadie Williams.

The AW15 schedule celebrates female entrepreneurs including four of the NEWGEN recipients; Barrow, Goddard, Jakubowski and Williams who will show alongside Sam McCoach from Le Kilt and Phoebe English for the very first time. (Photo attached)

This season, the British Fashion Council (BFC) celebrates its Business Pillar with appointed Pillar President, James McArthur, CEO of Anya Hindmarch who will officially open London Fashion Week with BFC Chairman Natalie Massenet MBE at an official breakfast before the first show.

LONDON FASHION WEEK IN NUMBERS

- **£46billion** total contribution from the UK fashion industry (including indirect support for supply chain industries and induced spending of employees' wages)
- **£26billion** direct contribution to the UK economy from the UK fashion industry (up from **£21billion** in 2009)
- **£10.7billion** spent on fashion online in the UK (expected to reach **£19billion** by 2019)
- **£160million** media coverage on LFW each season
- **£100million** of orders placed during LFW each season
- **797,000** jobs supported by the UK fashion industry

- **329,800** mentions of #LFW on Twitter during LFW SS15 in September
- **120,000** images tagged #LFW on Instagram during LFW SS15
- **32,000** miles driven between shows by Mercedes Benz chauffeurs
- **30,000** Lavazza espressos served and **200kg** of Lavazza coffee beans used
- **25,000** bottles of Fiji Water drunk at LFW AW15
- **16,862** miles travelled by the House of Holland and H by Hakaan Yildirim collections from London to Tokyo, Turkey to London and back by DHL
- **10,000** hours spent on mentoring LFW designers through BFC initiatives over the last year
- **5,376** bags of Propercorn eaten
- **5,000** visitors are expected to attend: buyers, journalists, bloggers, broadcast crews and photographers
- **5,000** glasses of Scavi & Ray served
- **3,000** ES Deluxe magazines read
- **200** makeovers in the Maybelline Lounge
- **196** countries watched LFW live streams during LFW SS15
- **190** designers in the Designer Showrooms: including UK and international, emerging and established ready-to-wear and accessories
- **150** press and buyers staying at the May Fair Hotel
- **94%** of Twitter users aware of LFW and **74%** have an interest in LFW
- **80** Penhaligon's candles burnt
- **78** designers showing on schedule this season: **55** catwalk shows and **23** presentations
- **78%** of guests attending LFW plan on tweeting during the event
- **70%** of UK internet users buy clothing and footwear online
- **61** countries represented by guests at LFW
- **52** limited edition Swatch watches on-site
- **51** seconds to walk the length of the catwalk in the BFC Courtyard Show Space
- **35** hair appointments in the TONI&GUY blow out bar at Somerset House each day
- **20** American Express Insiders wearing uniforms designed by Osman
- **20** designers gifted a selection of shapewear and seamless lingerie by Triumph
- **10** exclusive items designed for eBay (all under **£ 100**) available at ebay.co.uk/BFC
- **9** large scale digital outdoor screens livestreaming the Hunter Original show in cities such as London, Manchester, Birmingham and Glasgow in partnership with Ocean Outdoor. The show will also be streamed on the brand's social media and at hunterboots.com
- **1** Lavazza airstream café designed by Christopher Raeburn

ENDS

Follow the British Fashion Council on Instagram for exclusive London Fashion Week images **@BritishFashionCouncil**

Join the conversation on Twitter **@LondonFashionWk** using the hashtag **#LFW**

London Fashion Week AW15 runs from 20-24 February 2015. For more information please visit www.londonfashionweek.co.uk

Vodafone London Fashion Weekend runs from 26 February - 1 March. For more information please visit www.londonfashionweekend.co.uk

For access to official live and on demand video content from London Fashion Week, simply register with our media portal at britishfashioncouncil.rightster.com

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