



BRITISH  
FASHION  
COUNCIL

## INTERNATIONAL FASHION SHOWCASE OPENS THIS WEEK

Friday 20th – Tuesday 24 February 2015, 10am-6pm

Brewer Street Car Park, London W1F 0LA

Images: <http://bit.ly/1xxGyLX>

**The British Council and the British Fashion Council are delighted to announce that the fourth International Fashion Showcase will open to the public this Friday during London Fashion Week.**

The International Fashion Showcase (IFS) is the largest free public fashion exhibition of its kind, with 110 emerging designers from nearly 30 Countries.

The central exhibition at Brewer Street Car Park is designed by [Robert Storey](#) of Storey Studio and covers 25 countries from four continents that will each showcase a curated static installation of emerging designers that represent their culture. Countries include Austria, Brazil, Colombia, Czech Republic, Georgia, Ireland, Nigeria, Philippines, Poland, Portugal, Scandinavia (Denmark & Norway), South Africa, Spain, and Tanzania.

Solo installations from Argentina, Canada, Chile, Lithuania, Morocco, the Netherlands, Pakistan, Thailand and Trinidad and Tobago will form '[Next in Line](#)', curated by Lee Laphorne, Founder and Director of On|Off. These will be displayed on a Bonaveri Aloof mannequin, inspired by the fashion imagery of Avedon and Beaton and made in its factory in Italy.

In addition **Japan, Korea, Romania, Switzerland** will showcase in satellite exhibitions across London.

### THE COUNTRIES

A full guide and film are available to download [here](#)

#### AFRICA

- [Morocco](#) presents a menswear collection based on the modern intellectual dandy

- **Nigeria** presents five men's and womenswear designers whose collections reinterpret the fabrics, print and shapes of traditional costume with classic and contemporary western silhouettes
- **South Africa** presents three designers - in the exhibition, *Futraspective*, which represents the next wave of South African self-expression.
- **Tanzania** presents *Serengeti Sirens*; an exploration of femininity created by five designers and inspired by regional nuances and exposure to global ideals

## THE AMERICAS

- **Argentina** presents a womenswear collection based on raw fibres and refined hand knitting techniques
- **Brazil** presents five designers who have taken 'infinite' blue waters as a starting point for the inspiration behind the collections
- **Canada** presents a designer that approaches pattern cutting using mathematical concepts
- **Chile** presents a collection that re-interprets the poncho
- **Colombia** presents a scaffold installation that represents construction and progress paralleling the collections that each reinterpret traditional basket weaving, print and quilting techniques
- **Trinidad & Tobago** presents minimalist art- inspired collection that reinterprets Caribbean culture

## ASIA

- **Japan** presents two extremes: the minimalist sensibility of traditional clothing and the interpretations of Western-style dress through a durational performance to represent the ever changing nature of fashion
- **Korea** presents the symbiotic relationship between British and Korean style; comparing and contrasting concepts of classic 'Britishness' and 'Hallyu', the western popularity of South Korean culture
- **Pakistan** explores similarities between human body curves and the country culture
- The **Philippines** presents six young designers that have used Filipino folklore to investigate new forms
- **Thailand** presents a collection based on lace and handcrafts techniques

## EUROPE

- **Austria** presents its rising fashion scene through a conceptual exhibition themed around text and literature and its relationship to fashion and art
- **Czech Republic** presents menswear, womenswear and accessories re-creating fairy tale landscapes by weaving poetic stories into fabrics, furs, metals, skins and gems
- **Georgia** presents a conceptual fashion project centred on the reconstruction of the historic State Academy of Arts building where the European façade and the Baroque interior co-exist with Classicist and Iranian styles
- **Ireland** presents six designers with a shared, minimal aesthetic based on innovative approaches to the body through tailored construction and craft details

- **Lithuania** presents fashion as harmony between past and present combining a traditional and modern approach
- **The Netherlands** presents the tensions between normality and abnormality, the functional and non-functional, the seductive and abject
- **Poland** presents three installations; couture pieces in an apartment setting; ready-to-wear presented in a street scene; and a Polish “night out”
- **Portugal** presents five designers under the moniker *Bloom*, who will continue to explore the greenhouse they presented at IFS 2014 but with the focus on the sun’s energy at the heart of the installation
- **Romania** presents clothing, accessory and jewellery that reimagines the traditional Romanian blouse as an organic structure, honoring its distinctive local background and visual history that has in the past been celebrated by Matisse, Yves Saint Laurent, Jean Paul Gaultier and Emilio Pucci
- **Spain** presents Bilbao as an example of how innovation transforms urban physiognomy. It uses light as a central element by interacting with visitors in a game of light and shadow
- **Scandinavia** presents a display featuring designers from **Denmark and Norway** that underlines the relationship between creator and creation by showing photography of the designers wearing their own pieces

## **AWARD CEREMONY & COMPETITION**

At an award ceremony on Sunday 22 February industry experts will select a winning country, curator and designer; awarding them each a trophy designed by emerging Brazilian jeweller Fernando Jorge, a BFC Rock Vault graduate who participated in IFS 2014. The panel is chaired by **Sarah Mower MBE, BFC Ambassador for Emerging Talent and European Editor-at-Large of Vogue.com** who commented: *“The International Fashion Showcase is a unique project and the first to promote the work of emerging young designers from all over the world on such a large scale. It builds on London’s reputation for shining the spotlight on young talent and celebrating diverse fashion cultures.”*

**Vicky Richardson, Director Architecture, Design, Fashion at the British Council**, added: *“The repeated success of the International Fashion Showcase continues to build London’s global reputation as a centre for emerging fashion design talent. This global initiative showcased during London Fashion Week opens up the possibility of new international collaborations overseas; forging new business and creative opportunities for British designers and institutions and contributing to the cultural and economic prosperity of the UK.”*

The public can enter into a prize draw to receive a pair of VIP tickets and £250 for Vodafone London Fashion Weekend in September 2015. To enter the competition, simply post a photograph of your favourite look at the International Fashion Showcase on Instagram with the hashtag #IFScompetition. The winner will be announced on Friday 13<sup>th</sup> March 2015 on the British Council’s Instagram feed @British\_Design

Over the course of the exhibition there will be programme of talks open to the public. For more information visit:  
<http://design.britishcouncil.org/projects/IFS/IFS2015/>

The **London College of Fashion** (LCF) will bring together a network of LCF affiliated academics and researchers for the Designer Support Programme to help designers prepare for the showcase by offering them mentoring opportunities and seminars on business development during IFS. A collaboration with **Fashion Scout** will offer IFS designers the opportunity to show their work in a group catwalk show.

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<http://design.britishcouncil.org/projects/IFS/IFS2015/>

-- Ends --

#### **Notes to Editors:**

The British Council and the British Fashion Council would like to thank London College of Fashion and Fashion Scout for the mentoring and showcasing opportunities offered to the International Fashion Showcase designers; and Bonaveri for its support in the exhibition.

#### **Event details**

20-24 February, 10.00-18.00

3rd Floor Gallery,

Brewer Street Car Park,

32 Brewer Street,

London W1F 0LA

**For more information visit:** <http://design.britishcouncil.org/projects/IFS/IFS2015/>

**For images, press and media enquiries about the International Fashion Showcase and information about the British Council contact:**

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**For more information** visit <http://design.britishcouncil.org/projects/IFS/IFS2015/> or  
<http://www.britishfashioncouncil.com/Archive/Events/IFS>

**The jury for the International Fashion Showcase 2015 is:**

Chair: Sarah Mower, British Fashion Council Ambassador for Emerging Talent

Anna Orsini, British Fashion Council  
Barbara Grispini, British Fashion Council  
Kendall Robbins, British Council  
Niamh Tuft, British Council

Alexander Fury, The Independent  
Alistair O'Neill, Central Saint Martins  
Anders Christian Madsen, i-D  
Duro Olowu, Duro Olowu  
Lee Lapthorne, On|Off  
Mandi Lennard, Mandi's Basement  
Marie Schuller, SHOWstudio  
Oriole Cullen, Victoria and Albert Museum  
Robb Young, Business of Fashion  
Stavros Karelis, Machine A  
Zowie Broach, Royal College of Art

**The International Fashion Showcase** is directed by **Anna Orsini**, Strategic Consultant British Fashion Council and **Niamh Tuft**, Programme Manager British Council.



### **About the British Council**

The British Council global arts team works with the best of British creative talent to develop innovative, high-quality events and collaborations that link thousands of artists and cultural institutions around the world, drawing them into a closer relationship with the UK.

The British Council creates international opportunities for the people of the UK and other countries and builds trust between them worldwide. We are a Royal Charter charity, established as the UK's international organisation for educational opportunities and cultural relations. Our 7000 staff in over 100 countries work with thousands of professionals and policy makers and millions of young people every year through English, arts, education and society programmes. We earn over 75% of our annual turnover of nearly £700 million from services which customers pay for, education and development contracts we bid for and from partnerships. A UK Government grant provides the remaining 25%. We match every £1 of core public funding with over £3 earned in pursuit of our charitable purpose. For more information, please visit [www.britishcouncil.org](http://www.britishcouncil.org)

### **About the 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 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 Fashion Film sponsored by River Island; BFC Rock Vault; BFC Hedonism; BFC/Vogue Designer Fashion Fund; BFC Contemporary sponsored by eBay; 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

### **About On|Off**

**On|Off** launched in 2003 and is the independent, global fashion showcase. On|Off provides a platform for young, talented creatives and the designers of the future, offering designers the opportunity to showcase their talents with no commercial constraints. On|Off is a hotbed of newness, innovation and artistic risks.

### **About London College of Fashion**

**London College of Fashion's** rich heritage and responsiveness to changes in design practice have positioned it as a leading global provider of fashion education, research and consultancy. The College's work is centred on the development of ideas: its staff and students use fashion alongside historical and cultural practice to challenge agendas and explore innovation. We redefine Fashion as a discipline as academic, ethical, sustainable, political, social and art and believe that it can be used to better lives; to drive change, to improve the way we live. Fashion is an industry; it does not live in isolation, and behind every designer is a supply chain, a business plan, a partnership. We nurture enterprise and support our students to gain skills in business and management so that they have an increased understanding of all the ingredients to create a sustainable design business in all senses of the word. Our focus is always the long term. London College of Fashion's history in craftsmanship, beginning in the early twentieth century with Shoreditch Technical Institute Girls School, Clapham Trade School and Barrett Trade School and the later additions of Cordwainers, gives us an unparalleled understanding of manufacture and quality, yet we are constantly refining and searching for cutting edge technique, with research centres such as the Centre for Sustainable Fashion. This, combined with a forward-thinking media and communications portfolio and a relationship with the global fashion and lifestyle industries, underpins our mission to "Fashion the Future".

### **About Fashion Scout**

Fashion Scout is the leading international platform spanning London and Paris Fashion Weeks. Scouting the most exciting new designers from across the globe Fashion Scout presents them to the top international press and buyers generating great media awareness and sales. From showcasing the UK's most promising graduates to hosting shows for IFS countries Fashion Scout is at the forefront of the international fashion scene, including recently pioneering the discovery of the incredible talent from Kiev.

The belief that fashion is truly international is the driving force behind Fashion Scout. Its founder, Martyn Roberts, is a regular guest at global fashion weeks scouting new talent and mentoring designers, preparing them for the international market and helping them build sustainable business.

[www.fashion-scout.co.uk](http://www.fashion-scout.co.uk)

## **About Bonaveri**

Established in 1950, **Bonaveri** is the world leading manufacturer of high quality mannequins.

The ability to combine manufacturing excellence with visionary research on forms and shapes has allowed Bonaveri to participate in and influence the birth, definition and growth of the fashion industry in Italy and around the world.

The company is based at Renazzo di Cento (FE), Italy, where the manufacturing facility combines craftsmanship with automation. A tour of the plant takes you from the laboratories that use sophisticated digital scanning techniques, to those where sculptors - working with clay, chalk and resin – give life to the figures that then make their way through to the windows of the most famous world's fashion streets. This dual creative approach has a single goal: to reach a timeless aesthetic which is the underlying soul and identity of the mannequins.

The support of young talents, as well as the cooperation with fashion schools is part of the Bonaveri DNA, which has developed specific programs to spread the culture of good shapes and together with helping new designers to emerge onto the market.