

LONDON COLLECTIONS MEN

BRITISH FASHION COUNCIL APPOINTS FIRST INTERNATIONAL MENSWEAR AMBASSADOR

PRESS RELEASE 4th MARCH 2015

The British Fashion Council is delighted to announce the appointment of Hu Bing; Actor, Model, Singer and Philanthropist, Bing will be the first International Ambassador for London Collections Men (LCM) joining the existing dynamic roster of David Gandy, Dermot O'Leary, Nick Grimshaw and Tinie Tempah.

In his newly appointed role, Bing will be working closely with the Menswear Committee to champion British designers, attend LCM shows and share his experiences from emerging talent to global brands. Bing was introduced to the British Fashion Council by Grant Pearce, Editorial Director, GQ Asia Pacific and LCM committee member who has brought Chinese menswear designers to London as part of a strategy to build closer relationships and trade links between China and the UK.

Hu Bing commented, "I am extremely honoured to be appointed as the first International Ambassador for London Collections Men. I look forward to supporting the British Fashion Council and working alongside the existing menswear committee and ambassadors to promote British fashion worldwide."

Dylan Jones OBE, Chair of London Collections Men, commented, "We are thrilled that Hu Bing has become an International Ambassador for London Collections Men, as his enormous influence, knowledge of the Chinese market and enthusiasm for fashion makes him a perfect choice. Having an International Ambassador in China is key to the development of London Collections Men."

The menswear committee is fundamental in supporting and promoting LCM, ensuring the showcase is a unique opportunity to see and buy British menswear and experience the UK's dynamic creative industries.

London Collections Men SS16 will run from 12th – 15th June 2015.

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For more information, visit www.londoncollections.co.uk.men

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Editor's Notes

London Collections Men is owned and organised by the British Fashion Council and chaired by Dylan Jones OBE

The menswear committee comprises: Dylan Jones OBE; Adrian Clark; Alex Bilmes; Alannah Weston; Alexander Fury; Anda Rowland; Andrew Weitz; Antony Miles; Catherine Hayward; Christopher Bailey MBE; Dan Stevens; David Furnish; David Gandy; David Lauren; David Walker-Smith; David Walliams; Dermot O'Leary; Douglas Booth; Elizabeth Saltzman; Evgeny Lebedev; Gillian de Bono; Gordan Richardson; Grant Pearce; Harold Tillman CBE; Hu Bing; Imran Amed; Jefferson Hack; Jeremy Langmead; Jo Levin; Luke Leitch; Lulu Kennedy MBE; Nick Grimshaw; Marigay McKee; Sir Paul Smith CBE; Paula Reed; Richard Buckley; Richard James; Robert Johnston; Robert Konjic; Simon Fuller; Stephen Ayres; Tim Blanks; Tinie Tempah; Toby Wiseman; Tom Ford; Tom Hiddleston; Tracey Emin CBE