

PRESS RELEASE

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LONDON PRE COLLECTIONS AT THE HOXTON COLLECTIVE JUNE 2017

The British Fashion Council (BFC), in collaboration with The Hoxton, will present this season's line-up for The Hoxton Collective, a designer showroom in The Apartment at The Hoxton, Holborn from 12th – 13th June. The curated space will feature womenswear ready-to-wear pre collections from new designers Eudon Choi, Fyodor Golan, Rejina Pyo, Teatum Jones and Teija and returning designers Phoebe English and Shrimps.

Following directly on from London Fashion Week Men's (9th – 12th June), London Pre Collections build on the momentum of international businesses in the capital and play an important role in the growth of British designer fashion brands. The initiative is part of a group of BFC showcasing schemes and 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.

Caroline Rush CBE, Chief Executive, BFC said: *"Creating a focal point for pre collections in London is one of the many ways we help designers find dynamic ways to present their collections and support a more fluid selling calendar. This is our third year with the Hoxton and we are so grateful to them for providing this support and opportunity to so many incredible brands, at a time when key press and buyers are gathered London."*

Sharan Pasricha, Chief Executive, The Hoxton said: *"Working with the BFC on The Hoxton Collective for a third year running is a key part of The Hoxton's commitment to championing home-grown, emerging talent. We're proud to be able to support this year's line-up which features an incredible selection of designers. Like the previous two years, we hope that by transforming The Apartment into individual designer showrooms, we will be able to help elevate these talented, emerging designers and build awareness amongst key buyers and press to support their future."*

The Hoxton Collective will take place at the Hoxton, Holborn, 199-206 High Holborn, London WC1V 7BD, from 9am – 6pm on Monday 12th and Tuesday 13th June 2017.

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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 the BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund supported by Vertu; BFC/Vogue Designer Fashion Fund; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. The British Fashion Council supports Boden's Future British initiative. Showcasing initiatives and events include London Fashion Week, London Collections Men, LONDON show ROOMS, the BFC Fashion Arts Foundation, International Fashion Showcase, London Fashion Weekend and the annual celebration of excellence in the fashion industry: The Fashion Awards.

The Hoxton is a series of open house hotels inspired by the diversity and originality of the streets and scenes that surround them. The Hoxton has never just been about offering a bed for the night, the hotels are more than that: providing a place where guests can hangout alongside the locals, and submerge themselves in the neighbourhood with vibrant, welcoming public spaces and an eclectic programme of events (Hoxtown). The first Hoxton opened in Shoreditch (2006), followed by The Hoxton, Holborn (2014) and The Hoxton, Amsterdam (2015). Future projects include Williamsburg, Paris, Southwark and Chicago.