

**PRESS RELEASE**

**6<sup>TH</sup> MAY 2016**

**THE HOXTON COLLECTIVE RETURNS AS PART OF LONDON PRE COLLECTIONS JUNE 2016**

On the 13<sup>th</sup> and 14<sup>th</sup> June, in collaboration with The Hoxton, the British Fashion Council (BFC) will present this season's line-up for *The Hoxton Collective*, a showroom in The Apartment at The Hoxton, Holborn. The showroom will feature womenswear pre collections from ready-to-wear designers **Astrid Andersen** who will be launching her first womenswear line, **Edeline Lee, Holly Fulton, Huishan Zhang** and **Shrimps**.

Following directly on from London Collections Men (10<sup>th</sup> – 13<sup>th</sup> June), London Pre Collections will continue to drive press and buyer interest, focusing attention on British designers presenting a selection of collections throughout the year.

Caroline Rush CBE, Chief Executive, BFC said: *"The pre-collection period can be difficult for new businesses with no rigid calendar. Helping give focus to designers launching and building their pre collections at a time when British retailers and international multi brand boutiques are in London is a good start. Working with The Hoxton Collective is a key part of our commitment to championing and nurturing British talent, and this season's designers reflect the diversity that London Pre Collections offer."*

Sharan Pasricha, Chief Executive, The Hoxton said: *"As a brand, The Hoxton is passionate about nurturing homegrown, local talent; it's a value which informs and influences our partnerships and collaborations. Following the successful launch of The Hoxton Collective last year, which attracted some of the biggest and best fashion buyers and press, we are incredibly excited to partner with the BFC once again to help raise awareness of this amazing line-up of handpicked local designers and bring them together under one roof."*

Over the 13<sup>th</sup> – 15<sup>th</sup> June labels including Altuzarra, Bionda Castana, Emilia Wickstead, Markus Lupfer, Mary Katrantzou, palmer//harding and Roland Mouret will host showrooms and hold appointments with buyers and press in the capital.

Pre collections are a reflection of the dynamic nature of the fashion calendar, and designers are taking advantage of this inter-season period in different ways. A map of pre collection activity will be available on the BFC website, and will include all designers showing or selling their pre collections during this period. British designers showing pre collections across May and June include Amanda Wakeley, Anya Hindmarch, Burberry, Belstaff, Joseph, Osman, Preen by Thornton Bregazzi, Pringle of Scotland and Roksanda.

**The Hoxton Collective** will take place at the Hoxton Holborn, 199-206 High Holborn, London WC1V 7BD, from 8am – 6pm on Monday 13<sup>th</sup> June and 9am – 6pm on Tuesday 14<sup>th</sup> June.

**London Pre Collections dates and details are listed on the BFC website:**

[britishfashioncouncil.com/londonpre](http://britishfashioncouncil.com/londonpre)

**-ENDS-**

**Follow the conversation** #LondonPre **Twitter** @BFC **Instagram** @BritishFashionCouncil **Facebook** /BritishFashionCouncil

**For press enquiries please contact:**

Michalis Zodiatis, British Fashion Council, [michalis.zodiatis@britishfashioncouncil.com](mailto:michalis.zodiatis@britishfashioncouncil.com) +44 (0) 20 7759 1989

**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.