

BRITISH FASHION COUNCIL
NEWGEN
SPONSORED BY TOPSHOP

PRESS RELEASE

8TH December 2014

BRITISH FASHION COUNCIL ANNOUNCES NEWGEN RECIPIENTS FOR AUTUMN/WINTER 2015

The British Fashion Council (BFC) has today announced ten of London's brightest emerging talents who will receive sponsorship to showcase their AW15 collections at London Fashion Week (20th – 24th February 2015) from NEWGEN sponsored by TOPSHOP.

Catwalk sponsorship: 1205, Ashley Williams, Marques'Almeida, Ryan Lo

Presentation sponsorship: Claire Barrow, Danielle Romeril, Faustine Steinmetz, Molly Goddard*

Exhibition sponsorship: Marta Jakubowski*, Sadie Williams*

*New designers

The NEWGEN designers will again be given a dedicated showroom for four hours after their show or presentation giving buyers the opportunity to make sales appointments with the designers.

NEWGEN is the BFC's landmark scheme to support the very best emerging talents whose ambition is to build global, high end fashion brands for the future. The scheme offers designers financial support and showcasing opportunities at London Fashion Week to present their AW15 collection to influential press and buyers from around the world.

NEWGEN designers are identified by their creativity, strong design aesthetic and point of difference. The NEWGEN committee, chaired by Sarah Mower MBE, focused on selecting designers who are ready for the profile, platform and support that NEWGEN offers. The BFC, with support from the NEWGEN committee and TOPSHOP, will deliver individualised support and business seminars to assist the designers as they build their own infrastructure and skills.

Sarah Mower MBE, BFC Ambassador for Emerging Talent, Contributing Editor to Vogue US and Chair of the NEWGEN selection commented: *“It’s such an honour to discover and support a new generation of designers who are just coming into the industry. It’s as much discovering new trends in business as it is emerging style and this season we can celebrate not only their glittering head-turning clothes, but with the exception of Ryan Lo and Paulo Almeida, NEWGEN is made up of a group of young women entrepreneurs and thanks to TOPSHOP, they’re getting the best start London can lay on.”*

Since its inception in 1993, NEWGEN sponsorship has acted as a promotional launch pad for young designers, attracting media profile, orders and investment whilst offering encouragement and support for new talent. Previous NEWGEN winners include Alexander McQueen, Christopher Kane, Erdem, Jonathan Saunders, J.W. Anderson, Mary Katrantzou, Nicholas Kirkwood, Roksanda Ilincic and Simone Rocha.

Mary Homer, Managing Director of TOPSHOP, commented: *“The NEWGEN initiative is one of the most exciting platforms for emerging design talent out there and the home-grown leading fashion names showing on-schedule at London Fashion Week are proof that it works. The program continues to inspire us and the business and we are committed to its future.”*

The NEWGEN committee comprises **Sarah Mower MBE**, BFC Ambassador of Emerging Talent (Chair); **Alexander Fury**, The Independent, The Independent on Sunday and i, Fashion Editor; **Anna Orsini**, British Fashion Council, Strategic Consultant; **Barbara Grispi**, British Fashion Council, Curator, LONDON show ROOMS and Brand Development consultant; **Caroline Rush**, British Fashion Council, CEO; **Francesca Burns**, Fashion Editor, British Vogue; **Kate Phelan**, TOPSHOP, Creative Director; **Laura Burlington**, Fashion Consultant; **Laura Hinson**, British Fashion Council, Showcasing Manager; **Laura Larbalestier**, Browns, Buying Director; **Madelaine Evans**, TOPSHOP, Buying Director; **Melanie Rickey**, Grazia, Pop and Ponymstep Contributing Editor; **Michelle de Conto**, British Fashion Council, Business Support Advisor; **Narmin Mohammadi**, British Fashion Council, Head of Showcasing; **Rebecca Lowthorpe**, ELLE, Assistant Editor; **Ruth Chapman**, Matchesfashion.com, Co-Founder; **Sheena Sauvaire**, Chief Marketing Officer, TOPSHOP; **Stavros Karelis**, Machine A, Founder.

- ENDS -

For designer profiles and collection images please visit: <http://londonfashionweek.co.uk/newgen>

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For Topshop enquiries, please contact:

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NOTES TO EDITORS:

- 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 Headonism sponsored by Wedgwood; 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
- TOPSHOP is an established supporter of young fashion designers in the industry and has been working with the BFC as the NEWGEN sponsor since 2001. TOPSHOP also offers selected designers the use of the TOPSHOP Show Space and continues to support previous winners through housing collections in the Boutique space at its flagship store in Oxford Circus, selected stores nationwide and from www.topshop.com
- Sarah Mower MBE was appointed the British Fashion Council's first Ambassador for Emerging Talent in May 2009 and is chair of the NEWGEN selection committee. She is Contributing Editor to US Vogue and American Vogue.com