

LONDON COLLECTIONS: MEN

BRITISH FASHION COUNCIL
NEWGEN
SPONSORED BY
TOPMAN MEN

PRESS RELEASE

11th NOVEMBER 2014

BRITISH FASHION COUNCIL ANNOUNCES NEWGEN MEN RECIPIENTS FOR AW15

The British Fashion Council (BFC) today announces the ten emerging menswear talents who will receive NEWGEN MEN support, sponsored by TOPMAN to showcase their AW15 collections at London Collections: Men.

Ready-to-Wear menswear brand, **Vidur** joins the existing NEWGEN MEN recipients: **Agi & Sam** (catwalk), **Alex Mullins** (presentation), **Astrid Andersen** (catwalk), **CMMN SWDN** (presentation), **Craig Green** (catwalk), **Diego Vanassibara** (installation space), **Kit Neale** (salon show), **Lee Roach** (catwalk) and **Nasir Mazhar** (catwalk).

Raj Mistry and Richard Brand of Vidur said: *"We are honoured to be part of NEWGEN MEN, and are extremely grateful to the British Fashion Council, the NEWGEN MEN committee and TOPMAN for their continued support and promotion of emerging menswear designers. We are excited about the future and look forward to making the most of the opportunities that being part of such an influential initiative will bring."*

Jason Griffiths, Marketing Director of TOPMAN: *"January will see yet another very strong seasonal line-up for NEWGEN MEN at London Collections: Men. We are very proud to be the continued sponsor for this important award – and very pleased that three of the designers we have supported are also in the running for this year's 'Emerging Menswear' category at The British Fashion Awards."*

As well as receiving showcasing opportunities the recipients are given financial support and business mentoring. The support aims to build their businesses commercially and help them develop relationships with key press and buyers. The BFC is working with DLA Piper and Baker Tilly to provide legal, commercial and accounting advice for the designers.

Caroline Rush, Chief Executive of the BFC, commented: *"Each NEWGEN MEN designer has already shown creative talent. The initiative provides the opportunity for these businesses to grow and apply their creative skills. Having nurtured many of the UK's young menswear talent, NEWGEN MEN is also a key*

component in raising the reputation of British menswear. We'd like to thank everyone who makes this initiative possible, in particular TOPMAN for its ongoing support"

NEWGEN MEN was established in September 2009, building on TOPMAN and Fashion East's successful MAN initiative, and has supported designers including Christopher Shannon, J.W. Anderson, James Long and Sibling. It has been instrumental in raising the profile of emerging British menswear designers, initially through Menswear Day at London Fashion Week and now using London Collections: Men to showcase the breadth of London's menswear, style and culture to a global audience.

The NEWGEN MEN committee is made up of: **Ben Banks**, Four Marketing; **Catherine Hayward**, Esquire; **Charlie Porter**, Financial Times; **Damien Paul**, MATCHESFAHION.COM; **Gordon Richardson**, TOPMAN; **Jason Griffiths**, TOPMAN; **Robert Johnston**, GQ; **Sam Lobban**, MR PORTER. Members of the BFC on the committee included Anna Orsini, Barbara Grispi, Laura Hinson, Michelle de Conto and Simon Ward.

- ENDS -

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For more information on NEWGEN MEN, please visit: britishfashioncouncil.com/newgenmen

For press enquiries regarding NEWGEN MEN and London Collections: Men, please contact:

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For designers wishing to apply for NEWGEN MEN or to be part of London Collections: Men, please contact:

Laura Hinson, British Fashion Council: laura.hinson@britishfashioncouncil.com | +44 (0) 20 7759 1969

For access to official video and image content from London Collections: Men register with our media portal: britishfashioncouncil.rightster.com and for all enquiries contact: fashion@rightster.com | +44 (0) 20 7183 4545

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EDITORS NOTES:

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/GQ Designer Menswear Fund; Estethica; BFC Contemporary sponsored by eBay; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. Showcasing initiatives include London Fashion Week, London Collections: Men, 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

London Collections: Men is owned and organised by the British Fashion Council and chaired by Dylan Jones OBE
UK Trade & Investment is proud to be supporting London Collections: Men.

For help and support in expanding your business overseas, visit gov.uk/ukti, follow @UKTIRetail or speak to one of our international trade advisers at your local UKTI office.

The NEWGEN womenswear sponsorship was established in 1993, acting as a promotional launch pad for young designers, attracting media profile, orders and investment whilst offering encouragement and support for new talent. TOPSHOP is the sponsor of NEWGEN.

Previous NEWGEN MEN winners include Christopher Raeburn, Christopher Shannon, James Long, J.W. Anderson, Katie Eary, Lou Dalton, Martine Rose, Sibling and Shaun Samson.

MAN is a joint partnership between TOPMAN and Fashion East. Established in 2005, MAN strives to promote and support young British menswear talent offering young designers the chance to show during London Collections: Men.