

BRITISH FASHION COUNCIL

NEWGEN

THE BRITISH FASHION COUNCIL ANNOUNCES NEWGEN 2017

The British Fashion Council (BFC) today announces a new format for its NEWGEN initiative. With an aim to strengthen and streamline the support offered to designers, NEWGEN will now be awarded annually instead of seasonally, and will combine menswear and womenswear designers under one single initiative. Designers will continue to receive support for a catwalk show or a presentation at either London Fashion Week or London Fashion Week Men's each season, as well as a comprehensive mentoring scheme.

Each of the NEWGEN designers will be also allocated a dedicated pop-up showroom slot within the Designer Showrooms at The Store Studios, 180 Strand. Each designer will take residence after their show or presentation to maximise sales potential.

The designers receiving NEWGEN support for January and February 2017 are:

Menswear: Alex Mullins, COTTWEILER, Craig Green, Kiko Kostadinov, Liam Hodges, Phoebe English MAN and Wales Bonner

Womenswear: Ashley Williams, Faustine Steinmetz, Marta Jakubowski, Molly Goddard, Paula Knorr and Sadie Williams

Bobby Abley, Diego Vanassibara and Ryan LO all graduate from the initiative this year.

The new annual format will relieve pressure from current and prospective designer recipients and allow the initiative to further tailor the support offered to each individual designer or brand. Moving forward NEWGEN will also reframe business growth as the initiative's primary focus.

Caroline Rush CBE, Chief Executive British Fashion Council commented: *"Our NEWGEN initiatives have supported so many incredible designers since their inception, and have been a strong foundation for so many brands. Moving forward, in recognition of the changing nature of fashion business models and the varying approaches brands now take to showcasing, the combined NEWGEN format will focus on building a strong foundation of business skills. This will allow us to nurture and support designers as part of a tailored and flexible initiative, which will allow them to build and showcase their brands in close alignment with their creative vision. I look forward as ever to supporting the new generation of British talent under NEWGEN."*

This year for the first time The Fashion Awards in partnership with Swarovski raised funds for the BFC Education Foundation. £400k of the £700k raised is to be used to support schemes including NEWGEN, Business Support and the BFC Colleges Council

The initiative calendar will run from June to February, and applications for next year will open later in 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 BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. The BFC supports Boden's Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.

NEWGEN is a BFC initiative that supports the very best emerging talents and aims to build global, high end fashion brands for the future. The scheme offers designers financial support and showcasing opportunities at London Fashion Week and London Fashion Week Men's. NEWGEN designers are identified by their creativity, strong design aesthetic and point of difference.

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.