

Building a Resilient Fashion Future

#000BFC

BFC 2030:
Access, Creativity,
Growth

BRITISH
FASHION
COUNCIL

Index

Letter from the Chairman

Letter from the CEO

Executive Summary

About the British Fashion Council

09 Purpose

10 Mission

11 Vision

12 Who We Serve

13 How We Are Funded

14 What We Deliver

15 London Fashion Week

17 The Fashion Awards

19 Alumni Case Studies

20 ERDEM

21 Grace Wales Bonner

22 JW Anderson

23 Simone Rocha

BFC 2030: The Four-Year Strategy

25 Our Principles

26 Key Objectives

27 Our Enablers

28 Culture

29 Data

30 DE&I

31 Climate Action

32 AI

33 Domestic Production

Our Propositions

35 Core Propositions Redefined

36 Citywide

38 The BFC Community

42 The BFC's Digital and Content Ecosystem

43 Prizes and Programmes

46 The BFC Scholarships Programme

48 Strategic Projects

50 BFC Fashion Assembly

51 BFC Fashion House

52 The BFC Mini MBA

53 BFC International

Our Ask to Partners

55 Designer & Designer Businesses

56 Strategic and Philanthropic Patrons

57 Government

58 Brand Partners

59 Cultural Leaders & Institutions

Operational and Cultural Transformation

62 Operational and Cultural Transformation

63 BFC Internal Culture

64 Strategy on a Page

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Statement from the Chairman

The BFC Access, Creativity, Growth Strategy is a deliberate response to the need for greater focus, stronger pathways and long-term sustainability and support across the British fashion ecosystem.

We are confident in this plan because it prioritises depth over dilution. It commits to investing more meaningfully in talent, strengthening the connections between education, incubation and commerce – and reshaping our platforms to better serve industry, audiences and trade. It also recognises the importance of partnerships with government, global brands and cultural institutions that understand fashion as a strategic creative industry.

This is a moment of reset. Maintaining existing structures is no longer sufficient. The future of British fashion depends on access, capital, collaboration and accountability.

The Board is fully aligned behind this strategy and committed to its delivery. Progress will be measured by outcomes and we will act with discipline in enforcing its priorities. The British Fashion Council will continue to serve as a catalyst for collective ambition and sustainable growth.



David Pemsel, Chairman

Supporting the value of the sector.

1.4m

In 2021, the UK fashion industry supported a total of over 1.4 million jobs in the UK

£67.5bn

In 2021, the UK fashion industry supported a total £67.5 billion Gross Value Added contribution to the UK economy

3.2%

The total economic contribution was equal to 3.2% of UK GDP

Letter from the CEO

Fashion is not ornamental. It is strategic. What we wear speaks before we do. From the health of a nation to the mood of a movement, fashion captures it, shaping identity, expressing culture and signalling what we stand for. In Britain, fashion moves fluidly across disciplines, theatre relies on costume, film on wardrobe, music on style and sport on design innovation. Our sector is culture's common language, one that is not just aesthetics, but serious economics. The industry contributes £67.5 billion in gross value added to the UK economy annually, supporting jobs, exports, tourism and soft power. Yet the creative engine that drives this impact is under critical strain. Rising operating costs, constrained domestic demand, ongoing global volatility and intensifying international competition in the post-Covid, post-Brexit landscape are compressing the structural advantages that once defined British fashion: innovation, risk-taking and the productive tension between art and commerce is upended – and next will be the disinflationary pressures that AI will bring.

At the same time, the UK is witnessing a steady outflow of British talent. Creatives shaped by our world-leading education and cultural institutions are drawn to markets offering greater capital and scale. Talent flight becomes value flight. Brands, intellectual property and long-term returns follow. Left unchecked, this trajectory is weakening the nation's cultural influence and our economic resilience. In a world where Britain's global standing is slipping, fashion's cultural contribution can quite literally make the country look better, but that power can only be leveraged if we respect the fashion industry and commit to fuelling its future. That is where the British Fashion Council comes in. This strategy sets out how

we will act. We will unlock smarter funding pathways and incubation for designers, both emerging and established. We will recognise where the UK has won and lost, and what British fashion has to offer today. If Paris is luxury and Milan is heritage, then London is the innovation and culture that fuels it all. The reciprocity of the European ecosystem needs to be corrected with partnerships that support talent creation. The British Fashion Council will champion the renewal of the British high street and build stronger pathways between fashion creativity and consumers. We will expand BFC IP as platforms for discovery, trade and public engagement, and we will forge deeper alliances with government, global partners and cultural leaders who recognise fashion's power to shape national identity and economic growth.

Delivering this vision and achieving impact requires financial strength as well as creative conviction. Over the course of my tenure as CEO, I am committed to working towards growing gross revenue at the BFC by 38% to £18m by 2030, reflecting an 8.4% compound annual growth rate. This will be disciplined, purposeful growth designed to build resilience, increase direct investment in talent and secure the long-term competitiveness of British fashion. Central to this growth ambition is a renewed model of philanthropic and strategic patronage for the BFC to drive industry



[Labrum London]



[Tolu Coker]

impact. Fashion is a cultural industry, carrying wide societal value. Through deeper partnerships with patrons, government investment and aligned commercial and cultural allies, we will aim to unlock sustained capital for education, business incubation and creative development. With the right to this coalition of support, we can ensure that Britain's fashion creativity not only withstands this period of pressure but endures and thrives for generations to come.

The British Fashion Council cannot deliver this alone. But we can convene, catalyse and lead. The real change will come from collective ambition, cross-sector collaboration and accountability measured in impact, not rhetoric.

This is not just a strategy for an industry. It is a commitment to protect and project one of Britain's greatest cultural assets.

[The British Fashion Council exists for moments like this.](#)

– Laura Weir, CEO

Executive Summary

British fashion is a global cultural powerhouse and a significant economic driver for the UK, respected worldwide for its cultural impact, innovation and creativity. But its future depends on how effectively we support and sustain the designers, designer businesses, retailers and wider ecosystem that fuel it.

Talent alone is not enough. BFC 2030: Access, Creativity, Growth establishes the British Fashion Council (BFC) as the industry's incubator, shifting decisively from promotion to practical, sustained support. The strategy brings together funding, education, skills, space, partnerships and global access into a connected system designed to nurture creative excellence, strengthen commercial resilience and drive long-term growth.



[Clara Chu]

This transformation is defined by a series of deliberate shifts:

- From an IP-led organisation to an incubator-led organisation
- From fragmented designer support to connected pathways
- From London-centric access to UK-wide participation
- From events as moments to platforms as engines
- From IP-driven revenue to a revenue-potential model
- From promote and showcase to support and sustain
- From limited impact data to evidence-led insight

London Fashion Week and The Fashion Awards will evolve as high-impact growth platforms, driving commercial value, expanding consumer access and strengthening the UK's global soft power. London Fashion Week becomes the world's laboratory for innovation and creative exchange. The Fashion Awards evolves into a future-facing global fundraiser that amplifies British fashion's influence and international authority.

Alongside these renewed platforms, the BFC will modernise membership, redesign Prizes and Programmes, and accelerate scholarships aligned to British craft, innovation and manufacturing. Four strategic growth initiatives will anchor long-term scale:

- **BFC Fashion Assembly:** reconnecting leading designers with the schools and communities that shaped them, inspiring the next generation, championing arts education and demystifying pathways into fashion
- **BFC Fashion House:** providing studio space, shared infrastructure and cultural resources across the UK
- **The BFC Mini MBA:** building the next generation of fashion leaders with business, technology and sustainability expertise
- **BFC International:** unlocking global fundraising, trade partnerships and export growth for UK designers

Delivered through a structured three-year growth plan and a fourth year focused on measurement and scale, the strategy positions the BFC not simply as a promoter of fashion, but as a steward of a national creative asset – convening partners, unlocking investment and enabling designers to build resilient, future-facing businesses.



[Shanti Bell]



[ERDEM]



[Joseph]



[Roksanda]



[Jawara Alleyne]

About the British Fashion Council

Purpose

Mission

Vision

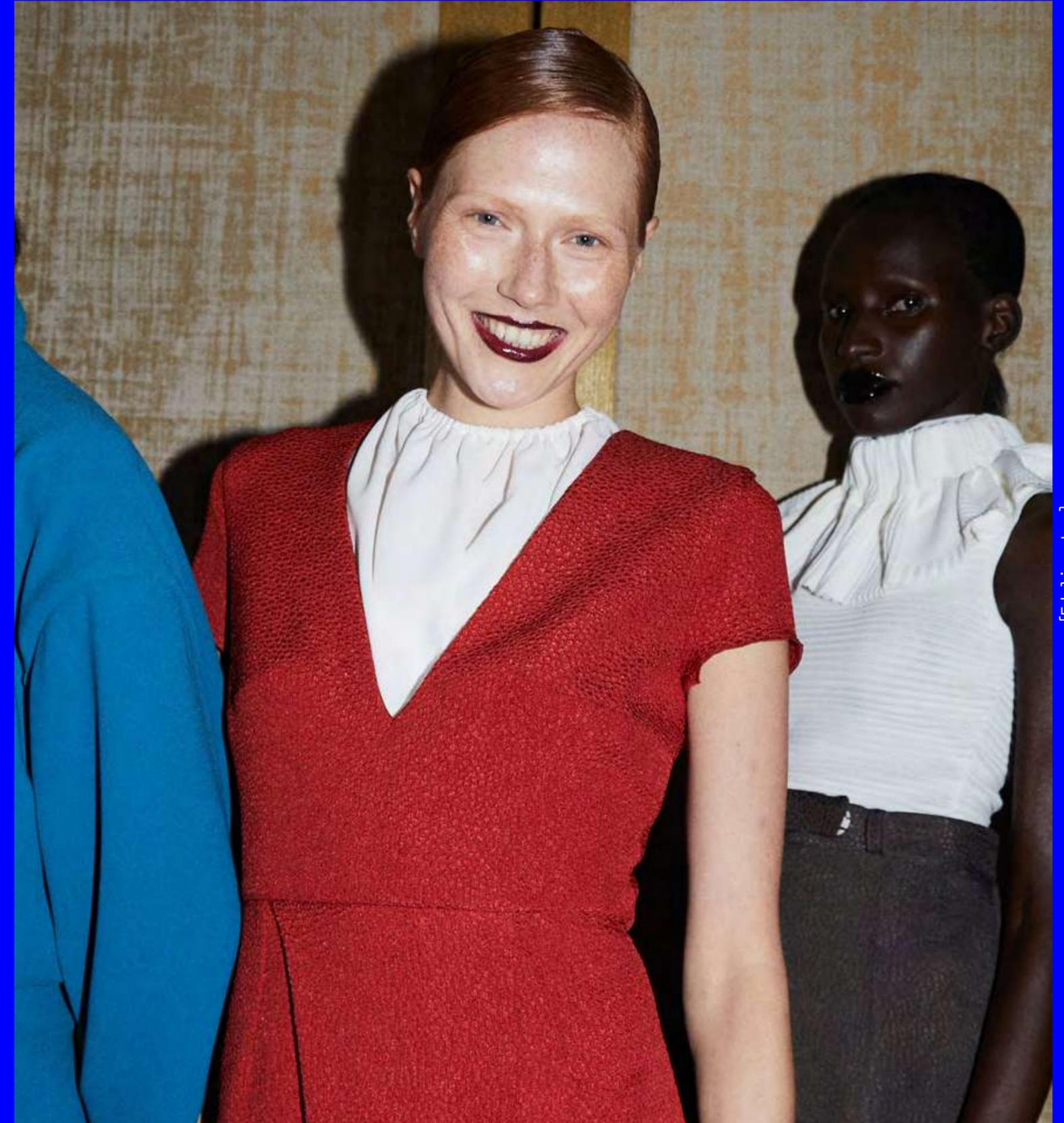
Who We Serve

How We Are Funded

What We Deliver

London Fashion Week

The Fashion Awards



[Edeline Lee]

Purpose

The BFC exists to support, defend and promote British fashion globally.



[Aaron Esh]



[Jawara Alleyne]

Mission

To support designers and designer businesses, the creative engine of the British fashion industry, to be creatively and commercially resilient.

Vision

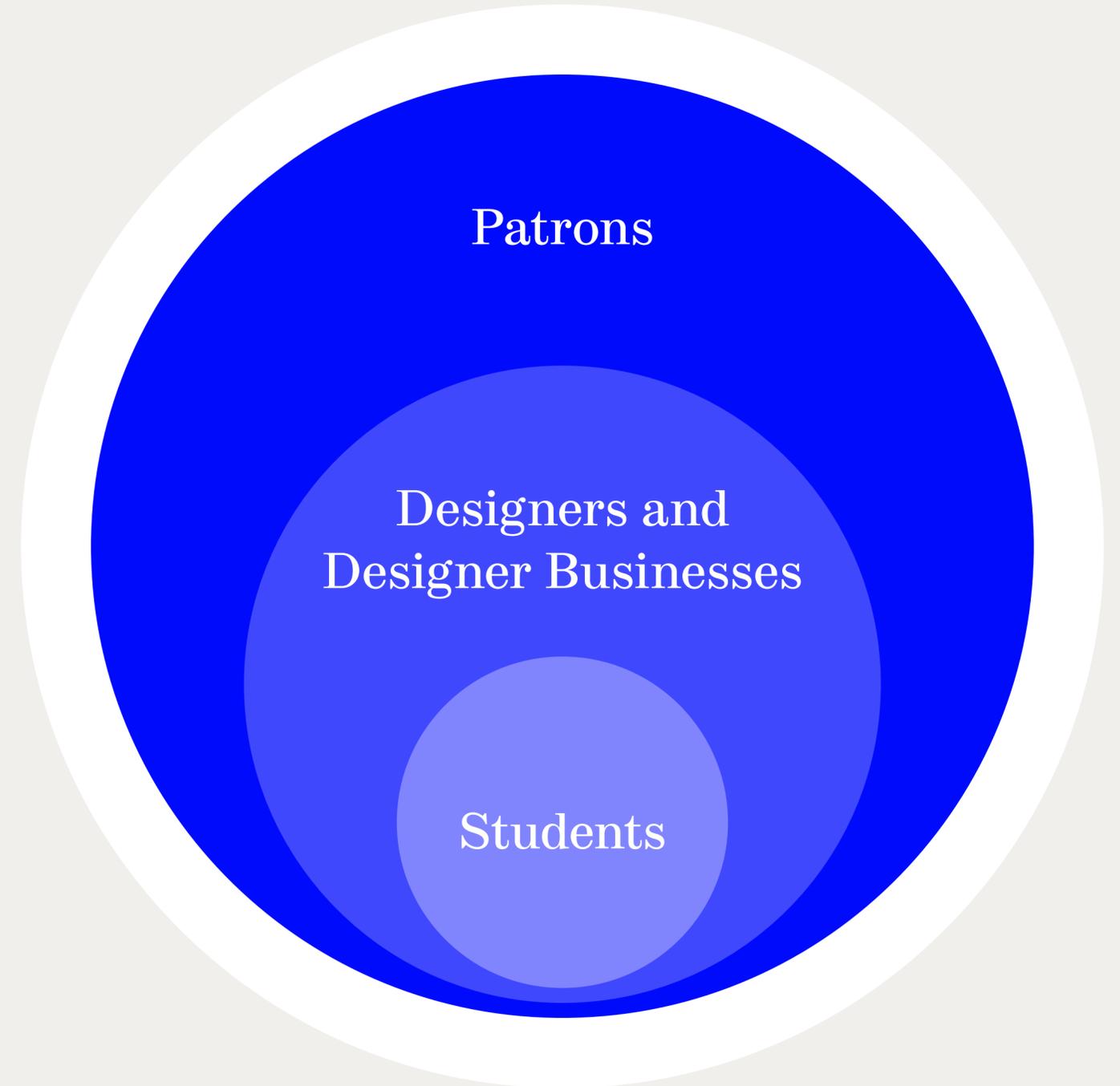
A future where British fashion is an economically valuable, creatively vital and globally respected industry.



[Conner Ives]

Who We Serve

The British Fashion Council works to secure the future success of British fashion, supported by generous patrons and partners, for whom we connect, advocate and convene.



How We Are Funded



[Simone Rocha]

Revenue into the BFC



Donation and Funding

Government Support

Patronage

Membership Fees

Revenue from Charitable Activities

Fundraising Events

Strategic Support for Scholarships

Designer Programmes

Revenue from Commercial Activities

Brand Partnerships

Event Partnerships

Listing and Exhibition Fees

Licensing Fees

Revenue Deployed



BFC Activity

Global Platforms and Events

Industry Convening

Policy and Advocacy

Membership Programme

Patron Programme

Scholarships

Designer Prizes and Programmes

Return To The Industry



Return on Investment

UK Economic Contribution

Industry Job Creation and Talent Retention

Cultural and Global Influence

A Creatively Relevant Nation

What We Deliver



[Emilia Wickstead]

For Designers and Designer Businesses



Bespoke support and skills development that match creative ambition with business scale, market potential and long-term business resilience

For Patrons



Direct engagement with designers, cultural leaders, government and industry to influence policy, innovation and the future direction of UK fashion

For Government



Insight and evidence that translate British creativity into economic growth, global soft power and a resilient fashion industry for the UK

For Brand Partners



Unrivalled access to the world's most influential fashion talent and cultural platforms building brand impact on a global stage

For Cultural Leaders



Access to designer talent, and global platforms to co-create programmes, reach new audiences and deliver united cultural impact at scale

London Fashion Week

If Milan is heritage and Paris is luxury, London is the forerunner of culture, innovation and creativity. The city of motion, imagination and fearless reinvention.

London Fashion Week today stands on the brink of a new era. London Fashion Week functions as Britain's creative stadium, a place where designers define, challenge, and export cultural value to a global audience of press, buyers, cultural commentators, business leaders and consumers.

The British Fashion Council's commitment is to be the platform for this next era: driving the mission and growth engine that unites creativity, performance and progress and fosters cross industry connection.

We will position London as the creative laboratory for global fashion where ideas and innovation are born, nationwide talent is platformed, collaborations are created and global influence is redefined. Our aim: to unify and accelerate British fashion, driving investment, development and cultural impact.

The event will evolve to deliver against three priorities:

Designer First

- Championing excellence at a national scale, elevating and platforming the full breadth, diversity and depth of the UK fashion community
- Reimagining showcasing formats to reflect the evolving needs of designers and brands, balancing creativity, commercial relevance and flexibility
- Pioneering innovation in storytelling and content, leveraging next-generation platforms to amplify creative narratives, cultural impact and global reach

Global Magnetism

- Bringing international attention, investment and talent to London; reaffirming its position as a destination for innovation, creativity and cultural leadership
- Where the best of British culture and talent across Britain's leading cultural dimensions; art, film, music, sport and performing arts converge
- Showcasing international talent through the lens of fearless creativity and strategically scaling global market access for UK designers

Cultural Leadership

- London Fashion Week as a platform of creativity, extending beyond fashion to engage culture and society, in London and across the UK
- Exercising cultural leadership by connecting fashion and film, using storytelling and performance to amplify creative influence



[Simone Rocha]



[Ahluwalia]



[Chopova Lowena]



[H&M]

The Fashion Awards

The world's biggest fashion industry fundraiser and the annual declaration of Britain's creative leadership. The Fashion Awards will embody our industry's undeniable relevance, cultural impact and industry intersections to further the next era of fashion.

The event will continue to evolve to focus and explore:

- **Creative ambition and experience**

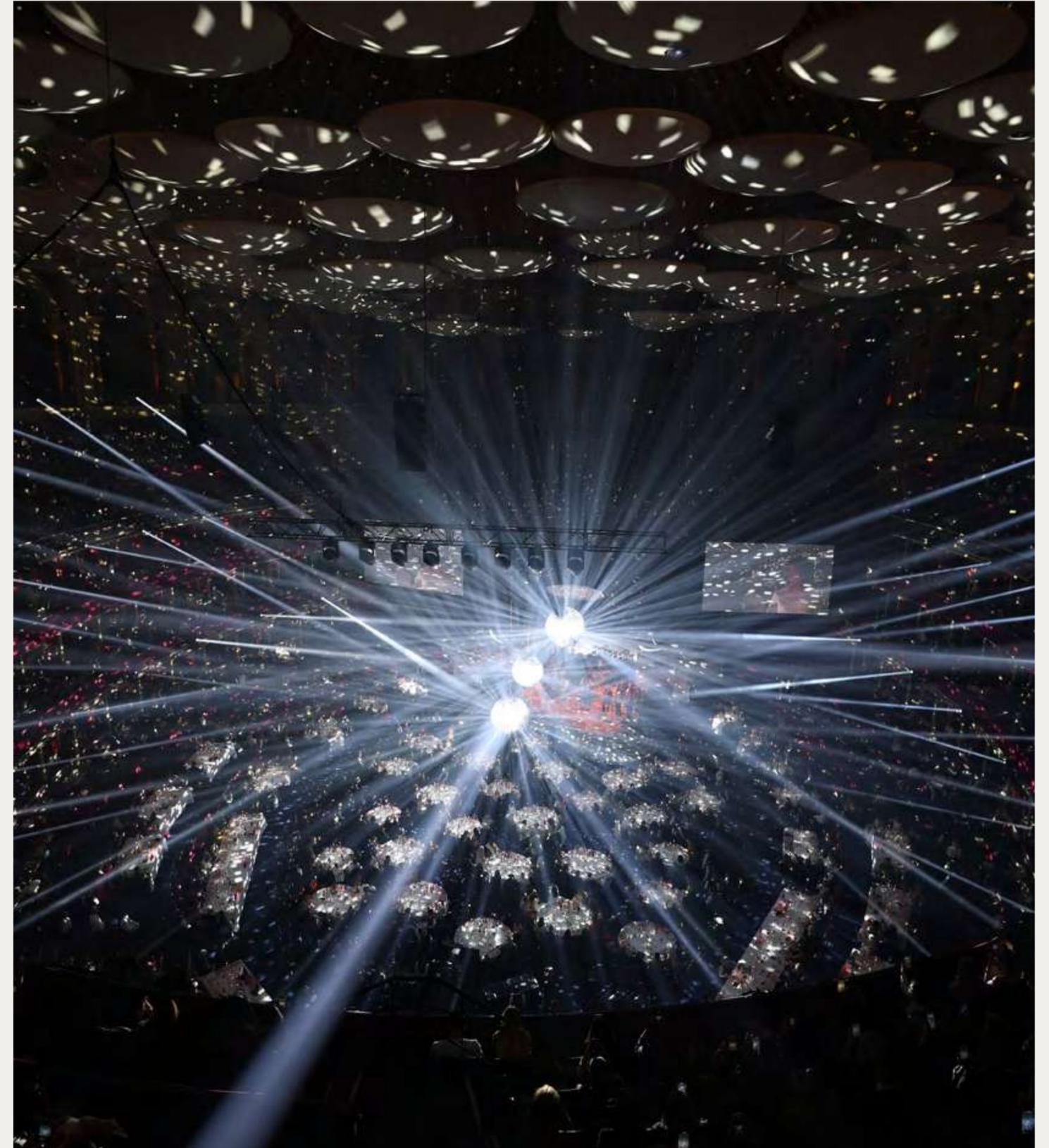
Delivering a world-class experience that celebrates global fashion designers and talent

- **Fundraising reach and licensing**

Defining revenue potential for scale and delivery with media and global partners

- **Format and audience**

Designing a future-facing global format that resonates with modern audiences and expands the reach of British fashion



[The Fashion Awards]



[Cate Blanchett and Sarah Burton 2025]



[Anok Yai, Model of the Year 2025]



[Raye performing at The Fashion Awards 2025]

Alumni Case Studies

These case studies demonstrate the impact of the British Fashion Council's work through the careers of these established British designers who retain their eponymous businesses in the UK.

ERDEM
Grace Wales Bonner
JW Anderson
Simone Rocha



ERDEM



Erdem Moralioglu's body of work establishes a lasting legacy in British fashion, defined by intellectual rigour, craftsmanship and an enduring redefinition of femininity.

Key Milestones

BFC Grants and Recognitions

- **September 2002**
Awarded BFC Scholarship
- **May 2006**
Awarded BFC NEWGEN showcasing grant
- **May 2007**
Awarded BFC NEWGEN showcasing grant
- **December 2007**
BFC Fashion Enterprise Award at The Fashion Awards
- **May 2008**
Awarded BFC NEWGEN showcasing grant
- **May 2010**
BFC/Vogue Designer Fashion Fund Winner
- **December 2012**
New Establishment Award at The Fashion Awards
- **May 2013**
Awarded BFC Fashion Trust grant
- **December 2013**
Red Carpet Award at The Fashion Awards
- **May 2014**
Awarded BFC Fashion Trust (Graduate Traineeship), which financially supported a graduate traineeship programme which offered graduates a 12-month paid placement with British-based designer brands
- **December 2014**
Womenswear Designer of the Year at The Fashion Awards
- **December 2015**
Establishment Award at The Fashion Awards
- **August 2015**
Opened Mayfair Flagship Store
- **July 2017**
ERDEM x H&M collaboration directed by Baz Luhrmann
- **March 2018**
Designed costumes for The Royal Ballet
- **June 2020**
Received an MBE
- **2024**
Opened first store outside of London at Shinsegae Gangnam, South Korea
- **October 2025**
Opened second store on Sloane Street
- **2025**
Collaborated with British heritage brand, Barbour, on a five piece capsule collection
- **October 2025**
Published "ERDEM" by Rizzoli: book celebrating 20 years of ERDEM
- **2025**
Opened second store outside of London at Shinsegae Main, South Korea

Grace Wales Bonner



Grace Wales Bonner's practice forms a significant cultural legacy, positioning British fashion within wider intellectual, historical and global dialogues.

Key Milestones

- March 2016**
Awarded LVMH Young Designer Prize
- January 2019**
Curated "A Time For New Dreams" at the Serpentine Galleries London
- January 2020**
Launched adidas Originals by Wales Bonner
- September 2020**
Appointed Head of Fashion at University of Applied Arts Vienna
- November 2021**
Awarded CFDA International Men's Designer of the Year
- November 2023**
Curated "Artist's Choice - Spirit Movers" at the Museum of Modern Art, New York
- October 2025**
Appointed Creative Director of Menswear at Hermès

BFC Grants and Recognitions

- December 2015**
Emerging Menswear Designer of the Year at The Fashion Awards
- May 2016**
Awarded BFC NEWGEN showcasing grant
- May 2017**
Awarded BFC NEWGEN showcasing grant
- May 2018**
Awarded BFC NEWGEN showcasing grant
- May 2019**
BFC/Vogue Designer Fashion Fund Winner
- May 2019**
BFC Fashion Trust (mentoring only)
- December 2020**
Leader of Change for Creativity at The Fashion Awards
- May 2021**
Awarded BFC Fashion Trust grant
- May 2022**
Awarded BFC Fashion Trust grant
- December 2022**
British Independent Designer of the Year at The Fashion Awards
- June 2023**
BFC/GQ Designer Fashion Fund Winner
- December 2024**
British Menswear Designer of the Year at The Fashion Awards
- December 2025**
British Menswear Designer of the Year at The Fashion Awards

JW Anderson



Jonathan Anderson's career marks a defining contribution to contemporary fashion, advancing British design through sustained innovation, leadership and cultural influence.

Key Milestones

- 2013 Appointed Creative Director at LOEWE
- 2017 JW x Uniqlo collaboration
- March 2020 Opened JW Anderson Soho Flagship store
- April 2025 Appointed Creative Director of DIOR
- December 2025 Opened second JW Anderson London flagship store in Pimlico

BFC Grants and Recognitions

- May 2011**
Awarded BFC NEWGEN showcasing grant
- May 2012**
Awarded BFC NEWGEN showcasing grant
- December 2012**
Emerging Talent Award - RTW at The Fashion Awards
- May 2013**
Awarded BFC NEWGEN showcasing grant
- December 2013**
New Establishment Award at The Fashion Awards
- December 2014**
Menswear Designer of the Year at The Fashion Awards
- December 2015**
Menswear Designer of the Year at The Fashion Awards
- December 2015**
Womenswear Designer of the Year at The Fashion Awards
- May 2016**
Awarded BFC Fashion Trust (Graduate Traineeship) - which financially supported a graduate traineeship programme which offered graduates a 12-month paid placement with British-based designer brands
- May 2017**
BFC Fashion Trust (Graduate Traineeship)
- December 2017**
British Womenswear Designer of the Year at The Fashion Awards
- December 2017**
Accessories Designer of the Year (for LOEWE) at The Fashion Awards
- December 2020**
Leader of Change for Creativity at The Fashion Awards
- December 2021**
Leader of Change for Creativity at The Fashion Awards
- December 2023**
Designer of the Year at The Fashion Awards
- December 2024**
Designer of the Year (JW Anderson and LOEWE) at The Fashion Awards
- December 2025**
Designer of the Year for DIOR and JW Anderson at The Fashion Awards

Simone Rocha



Simone Rocha's career represents a sustained and influential contribution to British fashion, shaped by emotional resonance, material exploration and authorship.

Key Milestones

- 2014
Finalist for the inaugural 2014 LVMH Prize
- 2015
Opened Simone Rocha London Flagship store
- 2017
Opened Simone Rocha New York Flagship store
- 2018
Member of the Inaugural Moncler Genius Collaboration
- 2021
H&M Designer Collaborator
- January 2024
Simone Rocha Guest Designer for Jean Paul Gaultier Haute Couture
- March 2024
Opened Simone Rocha Taipei Flagship store
- October 2024
Published "Simone Rocha" by Rizzoli

BFC Grants and Recognitions

- May 2013
Awarded BFC NEWGEN showcasing grant
- December 2013
Emerging Womenswear of the Year at The Fashion Awards
- May 2014
Awarded BFC NEWGEN showcasing grant
- December 2014
New Establishment Award at The Fashion Awards
- December 2016
British Womenswear Designer of the Year at The Fashion Awards
- December 2021
British Independent Designer of the Year at The Fashion Awards
- December 2024
British Womenswear Designer of the Year at The Fashion Awards

BFC 2030: The Four-Year Strategy



[Pauline Dujancourt]



[Oscar Ouyang]



[Toga]

Our Principles

These principles set out the approach we will take to realise the four-year strategy.



[Pronounce]

Dismantle for Impact

In a business unusual world, agility will become our power. We will continually assess what's fit for industry purpose to ensure the BFC can adapt and evolve immediately.

This transformative approach will see us review and challenge our systems, IP, data collection and decision-making to drive scale, impact and opportunity for our community, ensuring we are an innovative, relevant trade body fit for the modern fashion landscape.

Decentralise to Amplify

We have the opportunity to scale nationwide, powering social mobility access, and expanded routes to industry – no matter postcode or demographic.

We have a responsibility to ensure the BFC's activity speaks to the diverse, dynamic UK fashion community, unlocking new connectivity and impact across the country.



[JW Anderson]



[Roksanda]

Deploy Globally for Scale

Growth will be driven by a globalised system and world-class relationships of influence for the British fashion industry, to forge international trade alliances for the benefit of our community.

We will go beyond borders to build global engagement in British fashion and commercial opportunities for our community.

Key Objectives

We have a clear set of objectives designed to reinforce impact and focus ambition.



[Bora Aksu]

01. Supporting designer business resilience with smarter BFC funding pipelines and incubation
02. Campaigning to revive the British high street through policy reform, while positioning made-in-the-UK fashion as a driver of global influence
03. Growing public engagement in British fashion with world-class BFC platforms
04. Scaling partnership revenue and creative opportunities to unlock greater support for our community
05. Backing world-class British creativity and innovation to empower the nation's fashion community

Our Enablers

These enablers are the foundational building blocks that will secure the successful delivery of this strategy.

01. Culture
02. Data
03. DE&I
04. Climate Action
05. AI
06. Domestic Production

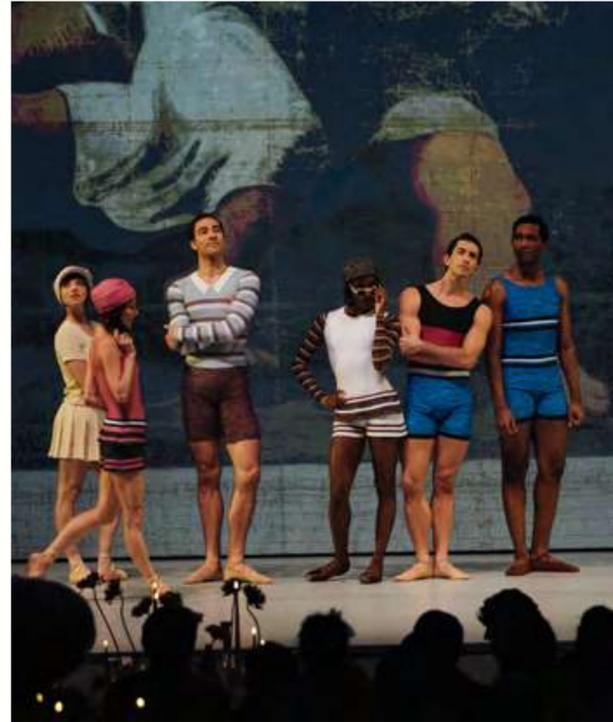


01. Culture

Culture as Creative Power

By asserting the role of British fashion in cultural leadership we will position UK fashion as a catalytic cultural force, intersecting with art, film, music, sport and performing arts to inspire and lead the future of cultural creation.

Through this collaborative cultural power, the BFC will help the British fashion community access new audiences and partnerships, expanding the scale and relevance of British fashion at home and abroad. Our platforms will be designed to create mutual value, strengthening the UK's soft power through creativity.



[The English National Ballet, performing at The Fashion Awards 2025]



[Rihanna and A\$AP ROCKY, The Fashion Awards 2024]



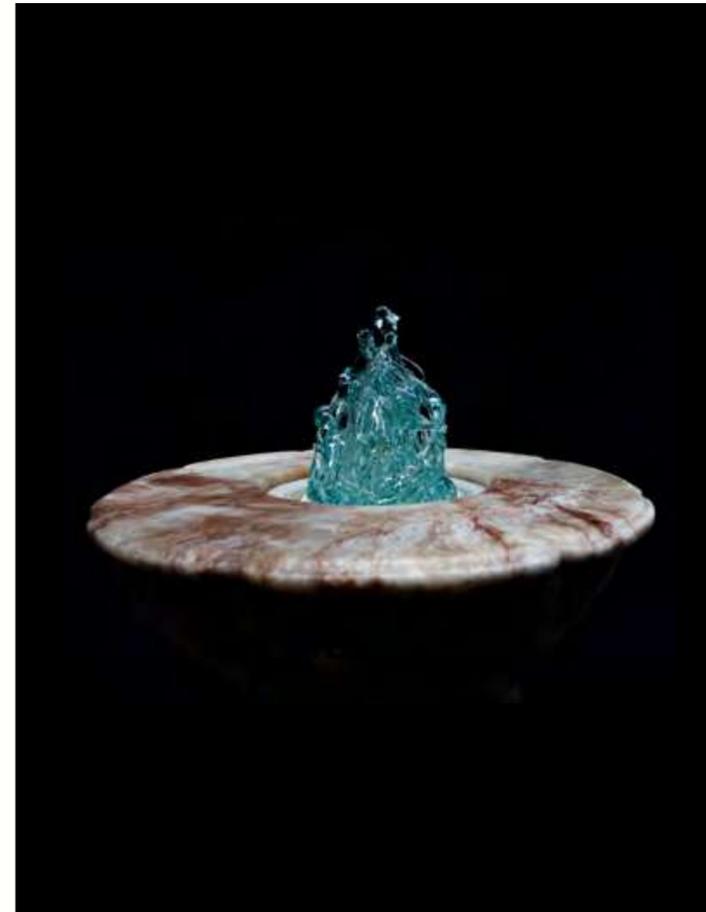
[Christopher Kane]

02. Data

Design with Intelligence

We will create a dedicated BFC Data and Insights function in order to generate real insight and invest in expertise to anticipate change and accelerate opportunity for the organisation and our community. Intelligence will inform BFC decision making and shape strategy, to create a more informed, agile and future-ready BFC.

We will embed measurement and transparency across prizes and programmes, and track impact in real terms and operate with accountability. The BFC needs the industry's data on performance to fuel the government's comprehension of the cultural and economic value of the fashion industry, which in turn should lead to greater support and respect.



[Completed Works]

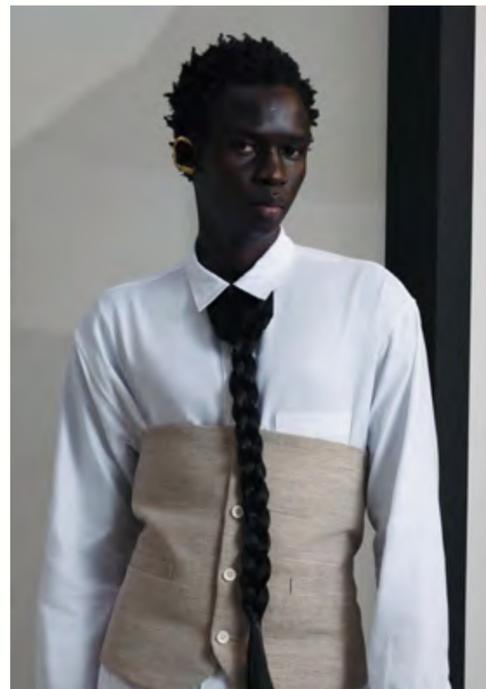


[Margaret Howell]

Enable Social Mobility Through Access



[Ahluwalia]



[AYA Design]



[Susan Fang]

In line with our principle to decentralise, our Diversity, Equity and Inclusion impact will be guided by a commitment to social mobility and inclusive access to our prizes, programmes, while maintaining a clear focus on representation across protected characteristics. It is central to our ethos that DE&I is a growth, innovation and creativity driver for British fashion.

This will be embedded through an access framework, industrywide progression through DE&I research papers, the creation of toolkits to guide industry, and a regular review of BFC Code of Conduct to reflect industry best practice and leadership. By taking a data-led and system-wide approach, the BFC will strengthen representation, build trust, and act as a catalyst for a more equitable and future-leading British fashion industry.

04. Climate Action

Lead with Responsibility

The BFC is placing responsible growth at the heart of British fashion by aiming to embed sustainable innovation across the organisation and its activity building on the work of the Institute of Positive Fashion (IPF).

Our focus is to turn insight into impact through three strategic pathways:

- Supporting our members with regulatory business readiness
- Enabling designers and brands to make informed choices for more sustainable and responsible products
- Positioning the UK as a global leader in sustainable fashion by playing a key role in driving the decarbonisation of British fashion

The BFC will leverage its convening power and insights gathered to address key systemic issues to help safeguard the future of the BFC's designer businesses and network, while boldly strengthening our value proposition.



[Anciela, Echoes of Earth]



[Gandys International]

Adapt and Thrive



[Blue Nude]

“Artificial intelligence is the engine of the Fourth Industrial Revolution. It is driving down the cost of design, production, content and distribution across the fashion value chain. While this will unlock productivity and access, it also fundamentally reshapes how creative value is generated, captured, respected and rewarded. British fashion sits at the sharp edge of this shift.”

– Laura Weir, CEO

The BFC’s role in the AI and agentic AI revolution is twofold: first, to support designers and designer businesses to embrace and adopt AI as a business accelerator and growth driver where appropriate; and second, to work with the government on IP, regulation and industry standards as a champion for the sector.

Central to this will be a commitment to platforming the relevant topics and issues affecting our community, while advocating for responsible use.



[Blue Nude]

06. Domestic Production

Champion Domestic Production

Fashion made in the UK represents far more than the place of production. It is a globally recognised marker of quality, craftsmanship, creativity, innovation and responsible manufacturing.

Through strategic partnerships with trade bodies and targeted engagement with stakeholders and government, the BFC will elevate the visibility of UK fashion manufacturing and making across the fashion ecosystem.

UK made fashion is defined by specialist skills, shorter supply chains and the potential for lower environmental impact and our ambition is to reinforce the global reputation of British fashion across luxury, textiles and manufacturing. The BFC Scholarship Programme will also support this mission by designing scholarships which support specialist skills development, including pattern cutting and embroidery.



[Mulberry]

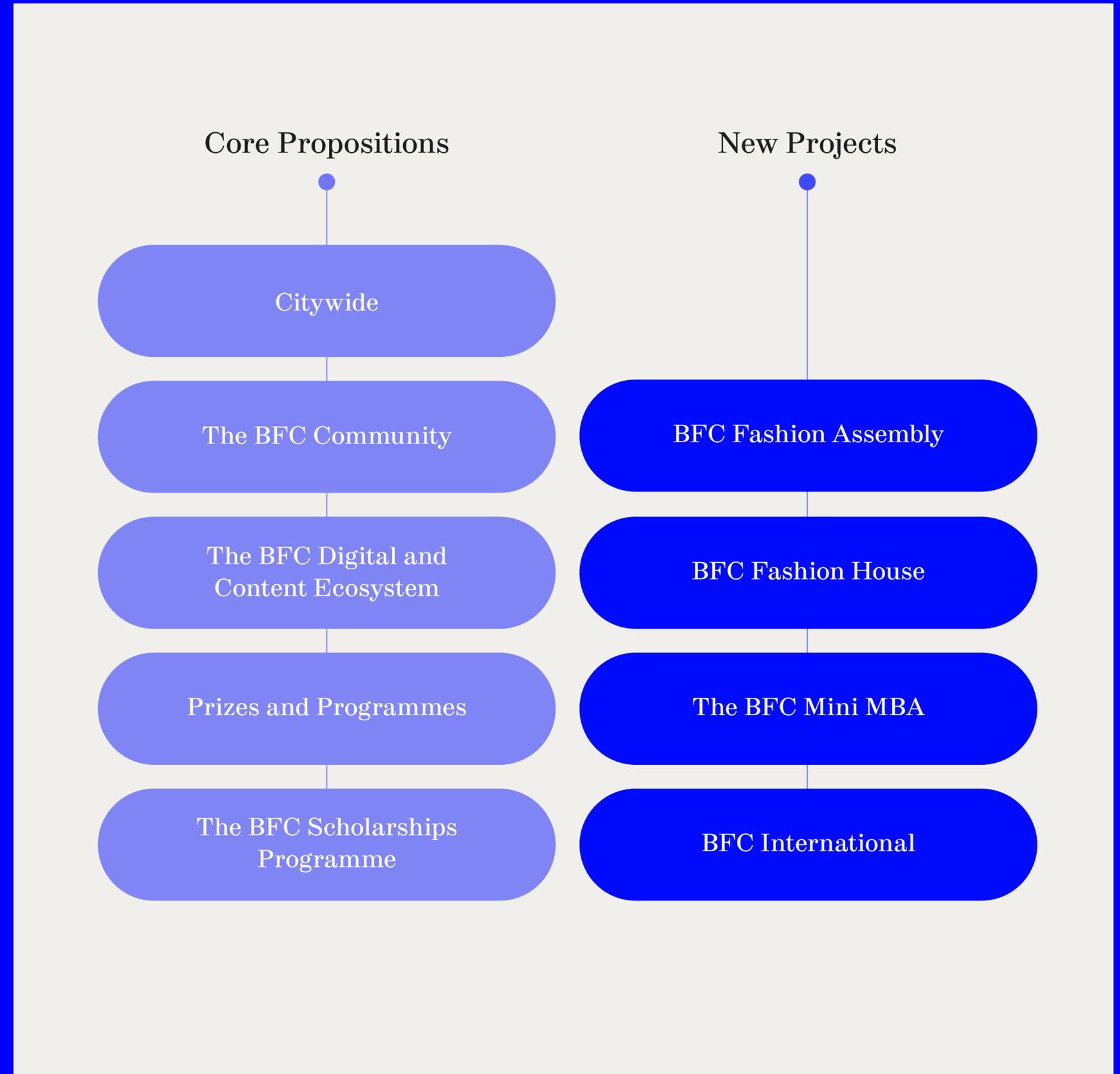


[Mulberry x Stefan Cooke]

Our Propositions

The BFC Strategy will see core propositions redefined, and new projects launched.

Core Propositions Redefined
Strategic Projects



Core Propositions Redefined

The BFC has built extraordinary platforms, partnerships and global credibility over four decades. This next phase is about building on those successes, sharpening what we offer, clarifying the value exchange with our community and partners. We will focus on our efforts on where we can deliver the greatest impact and ROI for strategic patrons.

01. Citywide
02. The BFC Community
03. The BFC's Digital and Content Ecosystem
04. Prizes and Programmes
05. The BFC Scholarships Programme



01. Citywide

The BFC Citywide platform founded in September 2019 will evolve as a UK-wide platform for creativity, culture, innovation and commerce. The public-facing programme will focus on cross-cultural exchange and nationwide access, creating new ways for consumers to engage with British fashion, and for patrons and partners to drive increased retail and sales opportunities.

Measuring Impact ●

One Metric That Matters

Target a funding generation of
£500,000 from Citywide initiatives

Long-Term Goal

Building a unified fashion moment for participation,
promotion and partnership beyond London



[Citywide]

Proposed
Outcomes

Year One

Activate nationwide programme to drive retail footfall and public participation

Year Two

New creative platform for national talent and additional retail opportunities for patron and partner activation

Year Three

Decentralised BFC network with data-backed business cases for further national growth



[Citywide Newcastle]



[Citywide Manchester]



[Citywide Newcastle]



[Citywide Liverpool]



[Citywide Manchester]

02. The BFC Community

The BFC Community proposition will be evolved to generate a clear value exchange between our strategic patron network, designers and designer businesses alongside the generosity of our philanthropic patrons.

Strategic Patron Benefits

Strategic Patronage enables businesses to work with groundbreaking creative talent and lead the UK fashion agenda.

- Activate Brand Purpose: authentic cultural alignment by supporting British creativity, talent development, skills and innovation
- Access the BFC Network: priority tickets, hospitality and integration into London Fashion Week, The Fashion Awards, the Business Forum, national events and global activations
- Designer Collaboration Pathways: facilitated introductions for partnerships, commissions, innovation pilots and purpose-driven projects
- Strategic Roundtables and Insights: access to insights, policy briefings, cultural analysis and future trend intelligence
- Government and Policy Engagement: opportunities to shape reform on skills, trade, sustainability and creative sector competitiveness
- Innovation and Sustainability Collaboration: connection to industry innovators, incubators and pilots driving sector-wide transformation
- Visibility across BFC owned channels

- Global and UK brands
- Retailers and e-commerce
- Tech, AI and innovation partners
- Finance, legal, advisory firms
- Cultural institutions
- Sustainability and materials innovators
- Media
- Suppliers

Member Benefits

BFC Membership enables designers and designer businesses to access the networks, skills and platforms needed to build sustainable, creative and commercially viable businesses.

- Priority access to BFC platforms including London Fashion Week, BFC showcases and hubs, as well as international activations
- Waived fees for London Fashion Week catwalk scheduling
- Access to skills content covering finance, operations, sustainability, policy, technology and international growth
- Connection to a national and global community of designers, fashion businesses and industry leaders
- Curated roundtables, events and collaborative opportunities across fashion and adjacent sectors
- Pathways to work with corporate members, cultural institutions and innovation partners
- Insight into market trends, regulation and future opportunities
- Representation within a collective industry voice advocating for skills, trade, sustainability and creative-sector reform

- Emerging Designers
- Evolving Designers
- Established Designers

02. The BFC Community

Driving The Value of Strategic Patronage 2026/27

Our ambition is to grow Strategic Patronage to £1.5m by 2030, strengthening value exchange, regional activation and platform access to deliver measurable impact.

Retail Activation

- Decentralisation campaign with national retail activation opportunities
- Designer trunk show series

Research & Insight

- Access to new business forum event
- Access to proprietary sector insight through BFC Data and Insights
- Collaboration in sector wide policy development

Events & Networking

- Biannual LFW opening breakfast
- C suite programming
- Patron and designer matchmaking

Leadership & Profile

- Opportunities to engage with senior leaders across government and public life
- C suite leadership dinners curated around key fashion calendar moments



[Patrick McDowell and HRH Princess of Wales]

02. The BFC Community

Building New Ways for Strategic Patron Engagement



[Paul Smith Studio Visit]

Mentoring

Supporting fashion designers and businesses with bespoke business support and mentoring



[Kazna Asker at Citywide Manchester]

Studio Space

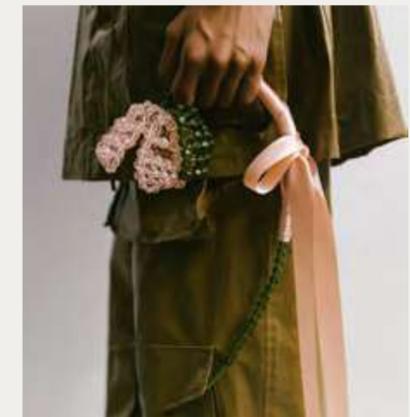
Dedicated spaces via The BFC Fashion House programme for designers within the retail patron portfolio



[Backstage Completed Works]

Retail Collaboration

Commitment to collaborating and partnering with new British fashion design talent



[Simone Rocha]

02. The BFC Community



Evolving Philanthropic Patronage to Amplify the Influence of UK Fashion

The BFC Foundation Patron Programme is a cornerstone of the BFC Foundation's ability to deliver long-term, meaningful support to the next generation of British fashion talent.

Bringing together a dedicated community of philanthropists and cultural advocates, patrons are offered unique opportunities to engage with the BFC Foundation's work, from private events and programme showcases to direct interactions with the talent they help to empower. The BFC Foundation Patron Programme is not only a vehicle for philanthropic giving, but a dynamic platform for shaping the future of British fashion through shared purpose and creative investment.

Our ambition is to grow the philanthropic patron base through trust, peer advocacy and shared purpose to deliver philanthropic patron value of £1.5m by 2030.

Development of philanthropic patronage will focus on a calendar of:

- Exclusive events and storytelling opportunities
- Bespoke designer-patron engagement
- International patron engagement and chapters

03. The BFC's Digital and Content Ecosystem

The BFC digital and content ecosystem will be renewed to inform, connect and inspire the British fashion community. Through an editorial strategy and partnerships, the BFC will deliver practical business guidance, market insight and creative inspiration tailored to designers and businesses at every stage.

This will be supported by upgraded digital resources that make it easier for the community to access support, opportunities and knowledge, alongside new infrastructure for networking and creating meaningful connections. Patron and partner collaboration will be embedded through co-created content that adds real value to designers.

A more dynamic, culturally relevant social strategy will also extend reach and ignite community engagement.

Measuring Impact 

One Metric That Matters

75% of surveyed members rating digital content as useful or highly relevant by end of year three

Long-Term Goal

A best-in-class community and content engine that fuels knowledge sharing and drives community collaboration and engagement

Proposed Outcomes

Year One

A curated channel and CRM strategy with a simplified structure

Year Two

Updates to web and digital ecosystem to create simplified UX for members and additional online engagement

Year Three

Rapid growth of community and patron engagement and further network opportunities

04. Prizes and Programmes

The BFC's talent support pipeline will be refined to ensure support is clear and impact is demonstrable. We will reshape the BFC's designer initiatives programme, education and funds support into a single, coherent stream, renamed: BFC Prizes and Programmes.

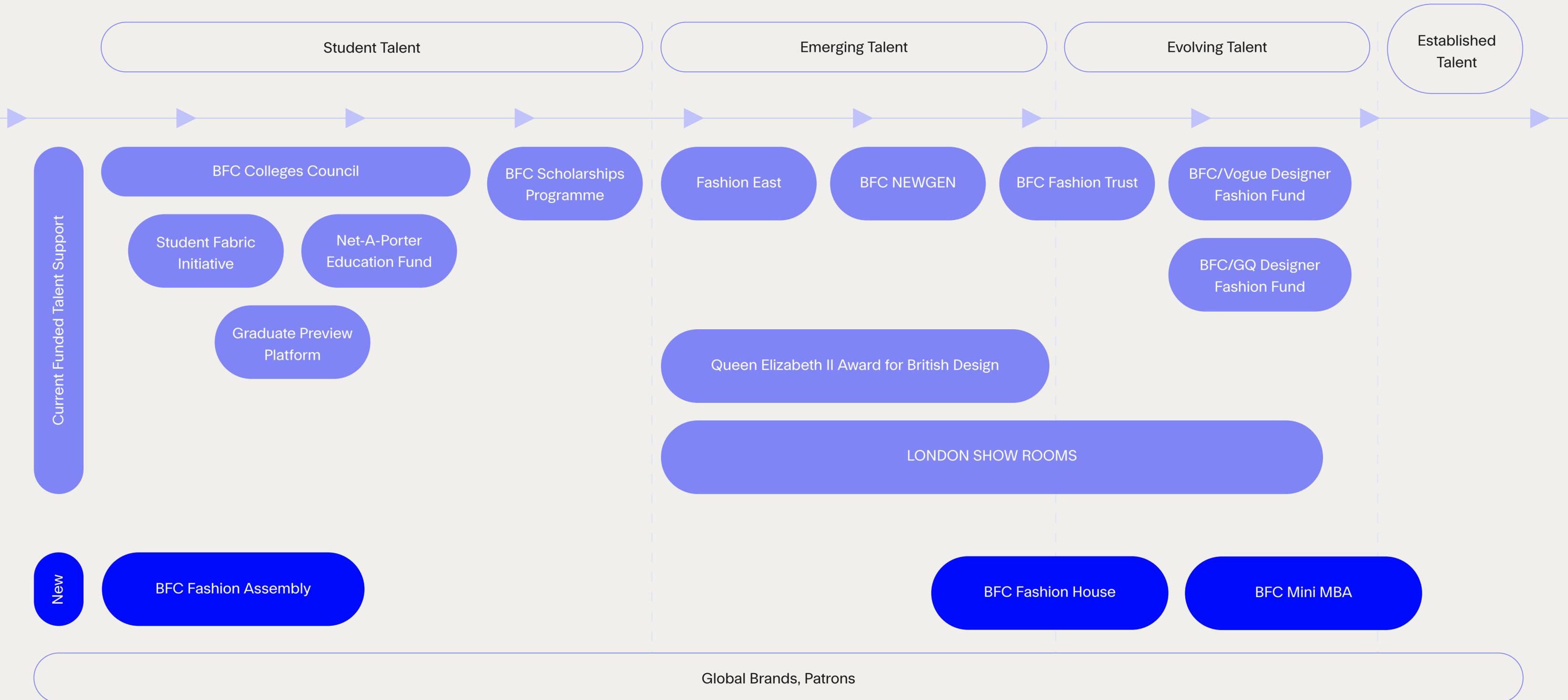
From students and emerging designers to established brands, the BFC will nurture talent and deepen investment, championing both creative excellence and commercial resilience.

This recognises the decline in government funding for arts education and the need for industry to step forward. The fashion sector must play a more active role in providing support, helping to shape and sustain future ready systems that platform the very best UK talent. In doing so, we strengthen the entire fashion ecosystem across education, craft, skills and business. We will also plug the gap for late-stage evolving designer business support with business resilience programmes.



04. Prizes and Programmes

The pipeline to both existing and new initiatives:



04. Prizes and Programmes

Designed to move away from promotion and towards sustained support, Prizes and Programmes will align with global brands and industry. The BFC will create a world-class system that nurtures creative risk-taking while supporting the development of commercially resilient British fashion businesses. Doubling down on tailored mentoring and market insight creating a robust and reliable engine for talent development.

Measuring Impact 

One Metric That Matters

Five-year business success rate of BFC Fashion Trust prize recipients

(Self-categorised by active trading status plus revenue or headcount growth three and five years post-support)

Long-Term Goal

A flagship UK platform that elevates British fashion discovery globally while championing creativity and business resilience

Proposed Outcomes 

Year One

A clearly defined measurement and reporting framework that tracks progress against strategic priorities

Year Two

A Prizes and Programmes platform with clearer ROI, stronger designer support, and a modern education and skills pipeline that partners can back at scale

Year Three

Stronger talent development, more commercially viable designer business outcomes, increased credibility with partners and government

05. The BFC Scholarships Programme

The BFC Scholarships Programme recognises the breadth of skills that underpin British fashion; from craft, manufacturing and heritage to contemporary design, and supports emerging talent at an earlier, more formative stage.

Delivered in collaboration with leading fashion brands, the BFC Scholarships Programme provides tailored financial support, skills development and mentoring, connecting recipients to industry expertise and real-world practice. The BFC Scholarships Programme helps nurture the next generation of fashion talent into viable industry careers.

Measuring Impact

One Metric That Matters

Treble named branded scholarships in fashion, creative excellence and education, to the value of £500,000

Long-Term Goal

A sustainable platform for future growth, generating employment opportunities for scholars and championing creative excellence

Proposed Outcomes

Year One

Identify industry skills and gaps, tailoring programmes fit for designer needs

Year Two

Clear evidence of impact on skills, confidence and progression of scholars

Year Three

Rigorous business cases for partners and government in order to further scale programme



[Adam Elyasée]



[Alexander Neil]



[Shanti Bell]



[Joshua Ewusie]



[Frankie Staples]

Strategic Projects

01. BFC Fashion Assembly
02. BFC Fashion House
03. The BFC Mini MBA
04. BFC International





We've listened to feedback and these new strategic projects are designed to better address designer needs to increase business resilience and create opportunity for growth.

These projects will strengthen strategic partnerships while also creating new, long-term fundraising opportunities. Together, they sharpen the value exchange with partners, extend British fashion's reach internationally, and ensure creative excellence is matched with the skills, investment and infrastructure needed to thrive long term.

01. BFC Fashion Assembly

BFC Fashion Assembly is built on the understanding that creative talent is distributed across the UK, but access to opportunity is not. By reconnecting leading fashion designers and practitioners with the schools and communities that shaped them, the programme seeks to inspire the next generation, champion the value of arts education, and demystify the pathways into the fashion industry. At a time when creative subjects are under pressure and the industry can feel distant or inaccessible, BFC Fashion Assembly exists to open doors, expand horizons and to remind young people across the UK that creativity is not only valid but also viable.

Measuring Impact



One Metric That Matters

Eight schools launched nationwide post year-one pilot

Long-Term Goal

To build demonstrable links between UK schools and the fashion industry that inspires uptake of creative careers and strengthens fashion education nationwide

Proposed Outcomes



Year One

Year Two

Year Three

Demonstrate proof of concept showing increased student awareness of fashion career pathways

Expanding the programme to other fashion industry pathways

Establish a UK-wide programme with long-term impact, evidencing nationwide access to fashion career pathways

02. BFC Fashion House

Our ambition for BFC Fashion House is to create an incubator programme establishing a network of physical spaces for UK designers. Created in partnership with patrons, brands, retailers and landowners in order to address one of the industry's most pressing challenges: access to space, skills and reliable infrastructure.

At a time when studio space is scarce and costs are rising, BFC Fashion House will provide commercially viable designer businesses with affordable studios and on-the-ground business support, delivered through national partnerships across the UK. Working with retail and commercial partners, the programme will enable designers and patrons to learn from one another, access expertise, and build stronger, more resilient businesses.

Measuring Impact 

One Metric That Matters

70% of BFC Fashion House designer businesses operating as viable businesses three years post-programme

Long-Term Goal

A BFC incubator programme that supports UK fashion talent through access to studios, skills and the shared knowledge necessary to thrive in a rapidly evolving landscape

Proposed Outcomes

Year One

Evidence of demand for studio-led, business focused support

Year Two

National visibility of BFC-led designer support beyond London

Year Three

A sustainable, scalable incubation model for UK fashion talent

03. The BFC Mini MBA

The BFC has the ambition to launch a Mini MBA programme designed to equip the next generation of fashion leaders for the realities of a global industry, thereby addressing the need for greater business acumen within growing fashion businesses.

Developed in collaboration with a leading UK educational partner, the programme would equip future fashion industry leaders with the skills required to build resilient, competitive British fashion brands through a core business curriculum overlaid with a fashion lens.

Measuring Impact

One Metric That Matters

75% of participants agree they are operating with greater strategic, commercial or operational responsibility, or acumen

Long-Term Goal

Build the next generation of fashion business leaders with the skills to build resilient businesses that drive UK economic growth



[Karoline Vitto]

Proposed Outcomes

Year One

An accredited BFC Mini MBA programme rooted in British fashion excellence with strong academic and industry backing

Year Two

A flagship BFC Mini MBA recognised as a unique offering for the UK creative sector

Year Three

BFC Mini MBA recognised globally for producing commercially astute, responsible and creative fashion leaders

04. BFC International

Measuring Impact



One Metric That Matters

**£700,000 of global
funding secured within
24 months of launch**

To strengthen the long-term sustainability of the BFC and better support established UK designers and fashion businesses, we will deepen our presence in key global markets. We will also promote the value and distinctiveness of Made in the UK fashion. The BFC will develop strategic retail, brand and philanthropic partnerships across priority territories with a focus on network and relationship building. The BFC will create new international engagement platforms designed to mobilise philanthropic support, unlock new revenue streams and build enduring international communities around British fashion.

Alongside this, these global touchpoints will create meaningful new connections for UK designers overseas, supporting international visibility, market access and long-term growth.

Long-Term Goal

**British fashion is integral to UK soft power,
trade growth and global creative influence**

Proposed
Outcomes



Year One

Year Two

Year Three

A rigorous global partner and philanthropic programme that builds global engagement and fuels revenue pipeline

British designers and designer businesses have early access to emerging international markets

BFC International recognised as a global engine for discovery, commerce and UK fashion exports

Our Ask to The BFC Network

Our Ask to Our Partner
Network in Securing Success

Designers & Designer Businesses
Strategic and Philanthropic Patrons
Government
Brand Partners
Cultural Leaders & Institutions



[Octi]

Designers & Designer Businesses

● Role

Creative leaders and co-architects of the British fashion ecosystem

● Ambition

To work alongside designers and designer businesses to shape programmes, platforms and pathways that back creative risk-taking and strengthen businesses

● Ask

Your active participation in BFC activity ensuring that we all succeed and thrive

Contribute creative vision and lived experience to co-create BFC programmes, collaborating on education, incubation and events



[Ashish]

Strategic and Philanthropic Patrons

● Role

Influential advocates and funding partners

● Ambition

Build a connected network of corporate and individual patrons who actively support the BFC's mission and industry-wide impact

● Ask

Provide financial support through patronage, major gifts or multi-year commitments

Support with mentoring, physical spaces, commercial and retail opportunities for designers

Share insights, perspectives and data to inform industry development and policy

Act as advocates for British fashion, helping to amplify its global influence and impact



[Nensi Dojaka]



[KNWLS]

Government

● Role

Enabler, advocate and investor in the creative economy

● Ambition

Provide policy alignment, funding and long-term support for skills, education, trade, sustainability and innovation

● Ask

Work with the BFC to unlock systemic change: access to finance for designers and designer businesses, rebuilding small scale domestic manufacturing, subsidised studio space, regulation readiness and business export support

Supporting the success of the British high-street retail with policy reform

Sustain multi-year public investment in the BFC to secure the British fashion industry as a strategic national cultural and trade asset that delivers UK growth exports, jobs and global influence



[ERDEM]

Brand Partners

● Role

Strategic collaborators and growth partners

● Ambition

Support designers through creative collaborations, scholarships, mentoring and innovation programmes

● Ask

Help us champion bold British creativity, backing designers long term

Create exceptional experiences around the BFC's events and global platforms, drive public participation with us

Connect your organisation to the ideas and stories of our community to drive brand relevance and growth



[Tove]



[16Arlington]



[Completed Works]

Cultural Leaders & Institutions

● Role

Cultural amplifiers and platforms for access

● Ambition

Position fashion at the heart of the UK's cultural narrative as the creative sector's enabler of art, film, music, sport and performing arts

● Ask

Co-collaborate on cultural archives to deliver projects and programmes nationwide to drive the the UK's fashion legacy

Enable our designers to use cultural buildings and spaces for London Fashion Week and nationwide showcases

Work with the BFC to drive international partnerships delivering world class exhibitions and events

Collaborate on initiatives that expand public participation in fashion and creative careers



[ERDEM]



[Roksanda]



[Raw Mango]



[Kent & Curwen]



[Harris Reed]



[Paolo Carzana]



[Marques Almeida]

Operational and Cultural Transformation

Operational and Cultural Transformation
BFC Internal Culture
Strategy on a Page



Operational and Cultural Transformation

Where are we coming from and where are we going

IP-Led Organisation

Activity organised around London Fashion Week, The Fashion Awards and standalone programmes



Incubator-Led Organisation

Activity is organised around strategic growth and fundraising opportunities

Fragmented Designer Support

Education, mentoring, sustainability and business are delivered separately



Connected Pathways

Education → skills → space → funding → markets

London-Centric Access

Weighted focus around London Fashion Week as the key platform



UK-Wide Participation

National hubs, studios, Citywide redefined

Events as Moments

Activation and off-calendar events



Platforms as Engines

Events drive funding, discovery, consumer access and trade

IP-Driven Revenue

Revenue focused on standalone events



Revenue-Potential Model

Membership, partners, philanthropy, government, consumers

Promote and Showcase

Short-term visibility moments



Support and Sustain

Long-term pathways for skills, space, funding and growth

Limited Impact Data

Measurement focused on IP effectiveness and media scale



Evidence-Led Insight

BFC data driving policy, investment and planning

BFC Internal Culture

Our culture will reflect the shift to support building cross functional teams designed for more effective collaboration.



[Karoline Vitto]



[Kyle Ho]

The BFC will undertake a cultural and organisational review to ensure our internal structure is aligned with the strategy's ambition. In line with our principle of dismantling for impact, this will include assessing current skills and training needs, strengthening capability across teams, and embedding more effective working practices that break down silos and improve operational efficiency. By aligning people, processes, and behaviours to a shared set of values, we will create a more connected, collaborative, and high-performing organisation, one that is culturally strong internally and able to deliver greater impact externally.

Strategy on a Page

The BFC exists to support, defend and promote British fashion globally.



Mission	To support designers and designer businesses, the creative engine of the British fashion industry, to be creatively and commercially resilient.
Vision	A future where British fashion is an economically valuable, creatively vital and globally respected industry.
Principles	<ul style="list-style-type: none">● Dismantle for Impact● Decentralise to Amplify● Deploy Globally for Scale
Key Objectives	<ol style="list-style-type: none">01. Supporting designer business resilience with smarter BFC funding pipelines and incubation02. Campaigning to revive the British high street through policy reform, while positioning made in the UK fashion as a driver of global influence03. Growing public engagement in British fashion with world-class BFC platforms04. Scaling partnership revenue and creative opportunities to unlock greater support for our community05. Backing world-class British creativity and innovation to empower the nation's fashion community

Thank You