

LONDON FASHION WEEK

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PRESS RELEASE

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BRITISH FASHION COUNCIL X TONI&GUY CELEBRATING 15 YEARS AT LONDON FASHION WEEK

London Fashion Week (LFW), February 2020 marks a special milestone with British Fashion Council (BFC) and Official Partner TONI&GUY, proudly announcing an incredible 15 years and soon to be 32 seasons of working together in total.

In this time, TONI&GUY has created bespoke looks for over 100 fashion designers, working backstage with both long established and emerging British talent such as: Paul Costelloe, GILES, Pam Hogg, Basso & Brook, Roksanda Illincic, Malan Breton, House of Holland, Mary Katrantzou, JW Anderson and Sophia Webster. The session team has also styled the hair and transformed the looks of top models, Cara Delevingne, Erin O'Connor and Agyness Deyn.

TONI&GUY's Global Creative Director Sacha Mascolo-Tarback has formed a strong alliance with Caroline Rush, Chief Executive, BFC – embarking on a journey which began in September 2004 with a vision to align the brand's strong heritage and position as being an authority in hair trends, whilst strengthening the pivotal link between fashion and hairdressing.

TONI&GUY continues to provide free support London Fashion Week designers with an award-winning session team backstage - headed by some of industry's finest stylists as well as supplying numerous goody bags throughout LFW.

With 650 salons located in 41 global markets, the partnership is also a way to connect salons, whilst motivating the wider network of staff and provides a platform from which to create inspiring content that makes fashion accessible to every client.

The collaboration fuses a mutual drive between the BFC and TONI&GUY, in which creativity and innovation are shared each season, bringing LFW editorial and backstage looks direct to clients, with shows featured on TONI&GUY.TV in salons globally, content in the TONI&GUY magazine, online and across social media.

Furthermore, in a first for the industry, August 2013 saw label.m Professional Haircare created by TONI&GUY, becoming the Official Haircare in an exclusive endorsement deal, with the range featuring the LFW logo. The commercial agreement meant that a percentage of profits from the sale of each specially branded product, goes back to the BFC a not-for-profit organisation - as part of a commitment to secure future support and growth for emerging talent and the British fashion industry.

In 2017, TONI&GUY extended the partnership to include support of London Fashion Week Men's, working with: E.Tautz, Band of Outsiders, Velsvoir, GQ China Presents, Pringle of Scotland and Aquascutum and many others.

Caroline Rush, Chief Executive, BFC, commented "Sacha and the team at TONI&GUY have always supported our vision to evolve and elevate London Fashion Week. From recognising and celebrating young talent to embracing our move to make the event more public-focused, they have always been early adopters and keen instigators of new ideas. TONI&GUY have become an integral part of London Fashion Week. Their support for the industry has helped launch many success stories from Georgia Hardinge to Nicholas Kirkwood, Erdem and Christopher Kane."

Sacha Mascolo-Tarback, Global Creative Director, TONI&GUY/label.m commented:

"Fashion is at the core of our brand, our 15-year relationship with Caroline, the British Fashion Council and London Fashion Week is a great source of pride, to me and the whole team at TONI&GUY. I want to be able to educate every hairdresser that works for TONI&GUY. Backstage work and session styling is such a dynamic part of the industry; it's where I first started. Our long-standing partnership with London Fashion Week allows our next generation of hairdressers to experience this hugely important element of hairdressing. It also gives them the ability to expertly deliver catwalk-inspired looks to our clients, across the world."

About British Fashion Council

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. BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes. BFC promotes British fashion and its influential role at home and abroad, helping British designer businesses develop their profiles and business globally. BFC Foundation (Registered Charity Number: 11852152) was created for charitable purposes and grant giving; attracting, developing and retaining talent through education and business mentoring. BFC Colleges Council offers support to students through BA and MA scholarships and links with industry through design competitions and Graduate Preview Day. Through grant-giving and business mentoring BFC support designers through four talent identification and business support schemes: BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Menswear Fund, NEWGEN which includes womenswear, menswear and accessories, and the BFC Fashion Trust, a charity supporting UK based designers. BFC showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMs and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.

About TONI&GUY

TONI&GUY was founded in 1963, having started with one salon in Clapham, London and is now globally represented with a total of 650 salons. A pioneer in delivering key hair trends, made possible by the creative and technical expertise of the Artistic Team to salon clients. As Official Partner of London Fashion Week, celebrating 15 years and London Fashion Week Men's. TONI&GUY is a multi-award-winning brand with unrivalled experience and renowned levels of industry education; superior client service and haircare knowledge. As voted for by the British public, TONI&GUY is a Superbrand, CoolBrand and has won 75 British Hairdressing Awards and over 100 product awards to date. label.m Professional Haircare created by TONI&GUY is the Official Haircare Product - a partnership with the British Fashion Council, which is an industry first, with presence in over 5,000 salons globally.

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#LFW

#PositiveFashion

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For London Fashion Week press enquiries please contact:

Amelda de Segundo, British Fashion Council

amelda.de.segundo@britishfashioncouncil.com | +44 (0) 20 7759 1961

For TONI&GUY and label.m Professional Haircare please contact:

Carolyn Whitehorne, Head of PR & Communications

carolyn.whitehorne@toniandguy.co.uk | +44 (0) 20 7921 9031