

BRITISH
FASHION
COUNCIL
THE BICESTER VILLAGE
SHOPPING COLLECTION*

DESIGNER POP-UP

PRESS RELEASE – 8 October 2019

BRITISH FASHION COUNCIL DESIGNER POP-UP RETURNS TO BICESTER VILLAGE WITH NEWS OF CHINESE EXTENSION IN 2020



*L to R - Tania Fares, Desirée Bollier, Sian Westerman and Caroline Rush CBE
A selection of participating designers from the British Fashion Council Designer Pop-Up
Diane Bresson, Graphic designer graduate from Central Saint Martins*

On Tuesday, 8 October, Caroline Rush CBE, Chief Executive, British Fashion Council (BFC), and Desirée Bollier, Chair and Chief Merchant of Value Retail Management, creator and operator of The Bicester Village Shopping Collection, welcomed British fashion designers, members of the press and influencers to celebrate the opening of the British Fashion Council Designer Pop-up at Bicester Village.

Guests included Tania Fares and Sian Westerman, Co-chairs of the BFC Fashion Trust, as well as designers Choas, Sophia Webster, Rixo, House of Holland, Racil, Paper London, Hillier Bartley, Camilla Elphick, Holly Fulton, Phoebe English, Preen by Thornton Bregazzi, Huishan Zhang, Alighieri, Teatum Jones, Teija and Born in the Sun.

The BFC Designer Pop-up, which returns to Bicester Village for a second year, showcases 30 British designer businesses which have been curated by the British Fashion Council and represent the creative and innovative talent found throughout the country. The pop-up offers an unparalleled platform for exposure to fledgling designers, many of whom have never traded in bricks and mortar before, as well as an important introduction for established British brands to the Collection's discerning international guests.

This year's line-up includes breakthrough prodigies such as Grace Wales Bonner, Camilla Elphick and Phoebe English, as well as established brands such as ERDEM, Hillier Bartley, Huishan Zhang, J&M Davidson, Mary Katrantzou, Paper London, Preen by Thornton Bregazzi, Racil and Sophia Webster.

In an exciting statement to the press, Caroline Rush CBE announced that the partnership between the BFC and The Bicester Village Shopping Collection will extend to China in 2020. It will continue to comprise both a pop-up, offering a free trade opportunity in China for its featured designers, as well as the Business of Retail mentorship programme, providing business development expertise specifically tailored to the Chinese market for participating designers. The extended partnership

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presents an unprecedented opportunity for UK talent to receive support to enter the market and grow awareness of their brands with the Chinese customer.

Bicester Village is open until 8 pm from Monday to Wednesday and until 9 pm from Thursday to Saturday until the end of October.

Facebook: **BicesterVillage** | Twitter: **@BicesterVillage** | Instagram: **@BicesterVillage**
Facebook: **BritishFashionCouncil** | Twitter: **@BFC** | Instagram: **@BritishFashionCouncil**

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ABOUT BICESTER VILLAGE

Located in Oxfordshire, just 46 minutes by train from London Marylebone, Bicester Village is home to more than 160 boutiques from leading British and international fashion and lifestyle brands, with year-round savings of up to 60% on the recommended retail price. The Village's exceptional dining offering includes Café Wolseley, from the same group as London favourite The Wolseley. It also hosts an ever-evolving programme of art, music and retail theatre as a result of partnerships with the likes of Tate, among others. Bicester Village is a member of The Bicester Village Shopping Collection, which unifies 11 distinctive destinations across Europe and China, each within reach of many of the world's most important gateway cities: London, Paris, Shanghai, Milan, Dublin, Barcelona, Madrid, Brussels, Antwerp, Cologne, Düsseldorf, Munich, Frankfurt and Suzhou. The Collection is unique in its unprecedented brand mix, beautiful settings, cultural richness, and remarkable service and savings. Discover more at BicesterVillage.com and TheBicesterVillageShoppingCollection.com

ABOUT BRITISH FASHION COUNCIL

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 businesses 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/Vogue Designer Fashion Fund, BFC/GQ Designer Fashion Fund and NEWGEN, which includes womenswear, menswear and accessories. 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 creativity and innovation in the fashion industry: The Fashion Awards.

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ABOUT BUSINESS OF RETAIL

A partnership between the British Fashion Council and The Bicester Village Shopping Collection, the Business of Retail mentorship programme is offered to a group of alumni from the British Fashion Council's owned initiatives and charities, including the BFC/Vogue Designer Fashion Fund and the BFC Fashion Trust, together with a selection of established British brands. The programme gives these designers a new retail landscape, business development expertise and global exposure, assisting them in taking the crucial steps to establishing themselves on the global stage. As part of the partnership, the 2019 BFC Designer Pop-up will provide these designers with exposure to over 450,000 new customers in three weeks, enabling them to trade free of charge and to receive 100% of their respective sales. The 2018 boutique generated sales in excess of £100,000 in 10 days for participating designers.