

PRESS RELEASE

January 2010

**Bicester Village and the British Fashion Council present the  
'Young British Designer' Pop Up Store**

Luxury shopping destination, Bicester Village and the British Fashion Council have joined forces in a unique collaborative venture to launch the first ever 'Pop-Up' store designed specifically to celebrate new British design talent.

The 'Young British Designer' Pop-Up store, located in a prime position at Bicester Village will run from 29<sup>th</sup> March - 7<sup>th</sup> May 2010 and for six weeks only will exclusively showcase ready-to-wear and accessories collections from some of the most talented designers to have graced London's catwalks this season, with price reductions of up to 60%.

Designers who have confirmed their involvement in the Bicester Village 'Young British Designer' Pop-Up store include House of Holland, Richard Nicoll, Markus Lupfer, Emma Cook, Osman, Mary Katrantzou, Louise Gray, Sykes, Felder • Felder, Hannah Marshall, Charlotte Olympia, Maria Francesca Pepe and shoe designer of the moment Nicholas Kirkwood.

The exciting, boutique-style concept store has been created to support those Young British Designers recognised by Bicester Village and the British Fashion Council as the future of British Fashion - the home-grown, new generation of talent whose avant-garde styles are integral in pushing the industry to the next level.

As a truly unique shopping experience, the store will also offer an unprecedented opportunity to purchase 'must have' pieces by a collective of young designers who's sought-after designs have never been brought together in a single space and will attract shrewd fashionistas eager to get their hands on more affordable investment purchases, not to mention key pieces over which they've been coveting all season.

"Bicester Village is delighted to be working with the British Fashion Council on such an exciting initiative in support of Young British Designers. We are committed to providing a retail opportunity for young designers to showcase and sell their collections to the wider public. We hope to grow the offering season by season with emerging designers joining the scheme to ensure Bicester Village continues to deliver the ultimate shopping experience."

**Desirée Bollier, Chief Executive Bicester Village/Value Retail**



"The British Fashion Council is pleased to announce the forthcoming collaboration with Bicester Village on the 'Young British Designer' Pop-Up store. As an organisation it has always been top of agenda that we offer young designers support and commercial direction in order to grow their businesses. We feel that this scheme is a very exciting opportunity for the designers involved."

**Harold Tillman, Chairman of the British Fashion Council**

With 2010 also being the 15<sup>th</sup> anniversary of Bicester Village, the 'Young British Designer' Pop-Up Store in association with the British Fashion Council will deliver a perfect lead in to a year which is set to see young British designers flourish and is one of the key planned projects celebrating *Timeless British Fashion* at Bicester Village.

**-Ends-**

#### **Notes to Editor**

***Bicester Village: [www.BicesterVillage.com](http://www.BicesterVillage.com)***

Just one hour from London, Bicester Village is the premier destination for luxury outlet shopping in the UK, offering year round price reductions of up to 60% and the same personal services and high standards that you might find in many top department stores. Celebrity fans include Stella McCartney, Victoria and David Beckham, Yasmin Le Bon and Mick Jagger.

Bicester Village has over 130 International luxury fashion and lifestyle brands and has the first ever outlet boutiques from British brands Matthew Williamson, Agent Provocateur, Temperley London, Anya Hindmarch and Smythson.

Jaeger, Aquascutum, Alexander McQueen, Vivienne Westwood, Marni, Moncler, Salvatore Ferragamo, Nicole Farhi, Hugo Boss, Gieves & Hawkes, MaxMara, Dunhill and Mulberry sit alongside contemporary labels DKNY, Guess, Diane Von Furstenberg, Paul Smith and Theory, and the finest high street greats including, Diesel, Karen Millen, All Saints, Monsoon, Reiss, Ted Baker, Jigsaw and Hobbs. All are perfectly complemented by the chic accessory boutiques of Furla, Pascal, Folli Follie and Radley. Even Kids can dress to impress at Ralph Lauren, Petit Bateau and Bonpoint.

Gourmet dining can be arranged via the Village Concierge at some of the country's finest Michelin star restaurants including Raymond Blanc's Le Manoir aux Quat'Saisons, Heston Blumenthal's The Fat Duck, Michel Roux's Waterside Inn and John Campbell's The Vineyard.

The surrounding Oxfordshire area is steeped in British heritage, from Blenheim Palace - birthplace of Winston Churchill - to Warwick Castle, Waddesdon Manor's sensational gardens and the Rothschild fine wine and 18<sup>th</sup> century French art collections and Stratford-upon-Avon, the home of England's most famous author William Shakespeare. The Cotswolds and famed towns such as Woodstock, Burford and Bibury are within easy driving distance, as is Silverstone racecourse, where amateur racers can enjoy driving experiences.

#### **Chic Outlet Shopping@: [www.ChicOutletShopping.com](http://www.ChicOutletShopping.com)**

The nine Chic Outlet Shopping@ Villages in Europe are each uniquely placed in culturally rich and stimulating regions less than an hour away from major cities in Europe. These Villages, with over 55 to 120 luxury outlet boutiques, present an incomparable retail opportunity where many niche European and international brands. These are nine destinations where luxury, fashion, culture, gastronomy, history and pleasure are a smart solution for a day shopping trip or a weekend break. More information can be found on [www.Chicoutletshopping.com/shoppingbreaks](http://www.Chicoutletshopping.com/shoppingbreaks).

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**British Fashion Council: [www.britishfashioncouncil.com](http://www.britishfashioncouncil.com)**

1. The **British Fashion Council** was set up in 1983 to promote British Fashion and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events.
2. London Fashion Week is organised by the British Fashion Council.
3. London Fashion Week will run from Friday 19<sup>th</sup> February – Tuesday 23<sup>rd</sup> February with menswear shows on Wednesday 24<sup>th</sup> February 2010.

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