



PRESS RELEASE

Thursday 15th July 2010

NEW TO THE SCHEDULE

**THE BFC ANNOUNCE CATWALK SCHEDULE FOR LONDON FASHION WEEK
SEPTEMBER 2010**

The British Fashion Council has today announced the official London Fashion Week schedule for September 2010. The schedule reveals newcomers, Swedish fashion design house Acne and SS11 NEWGEN designers Michael Van Der Ham, David Koma and Holly Fulton, all making their on schedule debuts. Giles has confirmed he too will show in London marking a return following two seasons in Paris. Designers also confirmed to show on schedule for a third consecutive season include Burberry Prorsum, Matthew Williamson, Pringle of Scotland, Antonio Berardi and Jonathan Saunders.

London's schedule is known for its breadth of talent from iconic British designer brands such as Paul Smith, Jasper Conran and Betty Jackson to world-class emerging designer businesses such as Christopher Kane, Erdem, Marios Schwab and Richard Nicoll.

New this season Acne has developed a cult following in London since its emergence in 1997 with its award winning denim, leather and signature wearability. Acne's connection with London has been reinforced recently with the opening of its first UK flagship store on Dover Street in Mayfair.

Jonny Johansson, Creative Director, Acne, commented *“For me London has a great energy and momentum at the moment. I love the English way of clashing heritage and contemporary.”*

Giles Deacon is one of London’s most successful designers of recent years. He launched his eponymous Giles label at LFW in 2003 following a masters from Central Saint Martins and a variety of experience from luxury brands including Bottega Veneta, Gucci, Jean Charles de Castelbajac, Louis Vuitton and Ralph Lauren.

Giles Deacon commented on his return to London *“Giles is a quintessential London label and I am extremely happy to be showing in London after two successful seasons in Paris”*.

NEWGEN designers David Koma and Holly Fulton will show in a back to back format in their on-schedule debut whilst Mary Katrantzou and Michael Van Der Ham will host their first stand-alone shows. Other designers showing under the NEWGEN umbrella, sponsored by Topshop, include Peter Pilotto; while Louise Gray and Craig Lawrence will both show their collections on the presentation schedule.

NEWGEN MEN designers James Long, Christopher Shannon and J.W. Anderson will once again show on-schedule, alongside a catwalk debut from the cutting-edge tailor to some of the world’s biggest stars Ozwald Boateng. Raw, emerging design talent juxtaposed with innovative yet popular tailoring from Savile Row designers, such as Boateng demonstrates the evolution of the breadth and calibre of talent showcased during LFW’s Menswear Day.

Louise Goldin, 2010 Fashion Forward winner supported by Coutts & Co will host a digital presentation and event showcasing her S/S collection.

CEO of the British Fashion Council Caroline Rush, commented *“London Fashion Week is renowned for its diversity and breadth of talent; our established, iconic brands show alongside our brightest emerging stars in an extraordinary showcase of talent season on season.”*

- Ends -

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Editors Notes:

1. 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 Creative Britain and Creative London. The BFC Colleges Council offers support to students through its MA Scholarship, links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC/Elle Talent Launch Pad; BFC/Vogue Designer Fashion Fund; Estethica; Fashion Forward sponsored by Coutts & Co; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, LONDON showROOMS and the BFC/Bazaar Fashion Arts Foundation and the annual celebration of excellence in the fashion industry: the British Fashion Awards.
2. London Fashion Week is owned and organised by the British Fashion Council.