

**PRESS RELEASE**

**14<sup>TH</sup> APRIL 2015**

**BRITISH FASHION COUNCIL ANNOUNCES NEWGEN MEN RECIPIENTS FOR SS16  
AT EVENT HOSTED BY SOHO HOUSE & GREY GOOSE**

The British Fashion Council (BFC) is delighted to announce the emerging menswear talents who will receive NEWGEN MEN support, sponsored by TOPMAN to showcase their SS16 collections at London Collections Men.

Ready-to-Wear menswear brands, **Bobby Abley** (catwalk), **Cottweiler** (presentation), and **PIETER** (presentation) join the existing NEWGEN MEN recipients: **Agi & Sam** (catwalk), **Alex Mullins** (presentation), **Astrid Andersen** (catwalk), **CMMN SWDN** (presentation), **Craig Green** (catwalk), **Diego Vanassibara** (installation), **Kit Neale** (salon show), **Nasir Mazhar** (catwalk) and **Vidur** (installation).

Tonight British Fashion Council and TOPMAN celebrated past and present NEWGEN MEN recipients at an event hosted by GREY GOOSE and Soho House that saw London Collections Men ambassador Nick Grimshaw, Sibling's Cozette McCreery and Ponystep's Richard Mortimer DJ to guests which included press, buyers, industry influencers and ambassadors.

Caroline Rush and Gordon Richardson toasted winners on Shoreditch House rooftop with GREY GOOSE Le Fizz, GREY GOOSE Rendez-Vous, GREY GOOSE Soho House Aperitif and GREY GOOSE Pear de Lune which were specially created for the evening by GREY GOOSE Global Ambassador, Joe McCanta. The canapé menu featured honey glazed roast pork, risotto, pea, mint, goats' cheese and duck rillettes, walnuts and dried fruit.

Jason Griffiths, Marketing Director of TOPMAN said: *"June will see yet another very strong line-up for NEWGEN MEN at London Collections Men. We at TOPMAN are very proud to be the continued sponsor for this important award – and are looking forward to seeing what the cream of emerging British menswear has to offer this season. The list of recipients includes designers whose shows are quickly becoming essential must-sees on the schedule and we are delighted to welcome three new names to the NEWGEN MEN roster in Bobby Abley, Cottweiler and PIETER."*

Gordon Richardson, Creative Director of TOPMAN said: *“NEWGEN MEN SS16 sees another exciting designer line up guaranteed to inspire us all with their fearless creativity and desire for change. I can’t wait!”*

As well as receiving showcasing opportunities the recipients are given financial support and business mentoring. The support aims to build their businesses commercially and help them develop relationships with key press and buyers. The BFC is working with DLA Piper and Baker Tilly to provide legal, commercial and accounting advice for the designers.

Caroline Rush, Chief Executive of the BFC, commented: *“NEWGEN MEN is globally recognised as an identifier of talent and celebrates an industry that is growing rapidly, providing much needed support for the emerging businesses that will one day sit at the helm of the menswear sector. The opportunity to showcase a collection at London Collections Men and the key mentoring support that this initiative offers could not be awarded to twelve more deserving designers, each a unique and exciting success story in the making. ”*

NEWGEN MEN was established in September 2009, building on TOPMAN and Fashion East’s successful MAN initiative, and has supported designers including Christopher Shannon, J.W. Anderson, James Long Lee Roach and Sibling. It has been instrumental in raising the profile of emerging British menswear designers through London Collections Men, a showcase of London’s menswear, style and culture to a global audience.

The NEWGEN MEN committee is made up of: **Ben Banks**, Four Marketing; **Catherine Hayward**, Esquire; **Charlie Porter**, Financial Times; **Damien Paul**, MATCHESFAHION.COM; **Darren Skey**, Harvey Nichols; **Gordon Richardson**, TOPMAN; **Jason Griffiths**, TOPMAN; **Lulu Kennedy**, Fashion East; **Robert Johnston**, GQ; **Sam Lobban**, MR PORTER. Members of the BFC on the committee include **Anna Orsini**, **Caroline Rush**, **Laura Hinson**, **Michelle de Conto**, **Narmin Mohammadi** and **Simon Ward**.

**- ENDS -**

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**For more information on NEWGEN MEN, please visit:** [britishfashioncouncil.com/newgenmen](http://britishfashioncouncil.com/newgenmen)

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**For designers wishing to apply for NEWGEN MEN or to be part of London Collections Men, please contact:**

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**For access to official video and image content from London Collections Men register with our media portal:** [britishfashioncouncil.rightster.com](http://britishfashioncouncil.rightster.com) and for all enquiries contact: [fashion@rightster.com](mailto:fashion@rightster.com) | +44 (0) 20 7183 4545  
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**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 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 the BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund supported by Vertu; BFC/*Vogue* Designer Fashion Fund; BFC Contemporary sponsored by eBay; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. Showcasing initiatives and events include London Fashion Week, London Collections Men, LONDON show ROOMS, the BFC Fashion Arts Foundation, International Fashion Showcase, London Fashion Weekend and the annual celebration of excellence in the fashion industry: the British Fashion Awards

London Collections: Men is owned and organised by the British Fashion Council and chaired by Dylan Jones OBE  
UK Trade & Investment is proud to be supporting London Collections: Men.

For help and support in expanding your business overseas, visit [gov.uk/ukti](http://gov.uk/ukti), follow @UKTIRetail or speak to one of our international trade advisers at your local UKTI office.

The NEWGEN womenswear sponsorship was established in 1993, acting as a promotional launch pad for young designers, attracting media profile, orders and investment whilst offering encouragement and support for new talent. TOPSHOP is the sponsor of NEWGEN.

Previous NEWGEN MEN winners include Christopher Raeburn, Christopher Shannon, James Long, J.W. Anderson, Katie Eary, Lee Roach, Lou Dalton, Martine Rose, Sibling and Shaun Samson.

MAN is a joint partnership between TOPMAN and Fashion East. Established in 2005, MAN strives to promote and support young British menswear talent offering young designers the chance to show during London Collections: Men.

**About GREY GOOSE Vodka** Every aspect of the creation of GREY GOOSE® is focused on crafting vodka of unmatched quality. The creation of GREY GOOSE begins with the very best ingredients from France – soft winter wheat from the Picardie region, le grenier à blé (the breadbasket of France) and spring water from Gensac-La-Pallue, in the Cognac Arrondissement (Region), that is naturally filtered through limestone. A unique distillation process brings out the naturally superior characteristics of these ingredients. From field-to-bottle, the expertise of the GREY GOOSE Maître de Chai (Cellar Master), François Thibault, ensures an unparalleled smoothness and exceptional taste to the connoisseur palate. The GREY GOOSE portfolio is comprised of GREY GOOSE Vodka, GREY GOOSE La Poire, GREY GOOSE L'Orange, GREY GOOSE Le Citron, GREY GOOSE Cherry Noir, GREY GOOSE Le Melon Flavoured Vodkas, GREY GOOSE VX Spirit Drink. [www.greygoose.com](http://www.greygoose.com)

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