

LONDON FASHION WEEK MEN'S

5-7 JANUARY 2019

PRESS RELEASE

4TH JANUARY 2019

LFWM JANUARY 2019 FACTS & FIGURES

The 13th edition of London Fashion Week Men's (LFWM) launches tomorrow as a celebration of discovery and the creative diversity that has made London an international hub for menswear. The bi-annual showcase of the most creative and innovative names in the fashion industry takes place throughout the city from Saturday 5 - Monday 7 January 2019 and features over 40 designer businesses showcasing their latest collections. Celebrating London's diversity, LFWM is a three-day city-wide celebration of creative talent, welcoming guests from over 35 countries.

Today, the British Fashion Council is delighted to announce new data for the menswear fashion industry:

Mintel estimates that consumer spending menswear has grown 5.1% to reach £15.9 billion in 2018.

Menswear now accounts for 26% of the total clothing market, whilst womenswear accounts for 51%

Consumer spending on clothing is forecast to rise 25% to £76 billion in the next five years to 2023

Mintel, 2018

During a time of uncertainty surrounding Brexit, the creative sector is growing faster than any other sector in the UK economy and provides one in six jobs in London (london.gov.uk 2018). In 2019, London continues to stay one of the most culturally rich cities in the world, with world-class institutions and globally renowned talent, LFWM celebrates the diversity of our capital through an industry that directly contributes £32.3billion to the UK in GDP and employs 890,000 people (Oxford Economics 2018).

Over a quarter of our LFWM designers are non-British with representation from Europe 12.5% and rest of world at 15%, nationalities include Danish, Swedish, Italian, Japanese, Chinese and Emirati.

This January the hub of LFWM will be at a new location, the Truman Brewery, in the heart of London's East End, located close to the home of many of our British designer businesses. Saturday and Sunday's shows will be located around the East End and Monday's schedule will be focused around central London. From music and art to creative communities and fashion, the LFWM schedule is a unique mix of catwalk shows, presentations,

DiscoveryLAB, Designer Showrooms and events which will shine a light on the depth and breadth of our creative industry.

CRAIG GREEN, three-time winner of British Designer of the Year Menswear at the Fashion Awards in partnership with Swarovski, will present a catwalk show on Monday. All Fashion Awards 2018 British Emerging Talent Menswear nominees feature on the LFWM schedule. **ART SCHOOL** will kick-start the weekend with their first on schedule catwalk show on Saturday morning while British Emerging Talent Menswear winner **A-COLD-WALL*** will show on Monday. **COTTWEILER**, **Kiko Kostadinov** and **PHOEBE ENGLISH** will also be showing over the weekend.

The BFC's NEWGEN initiative will see London's brightest emerging menswear designers showcase their AW19 collections. **Charles Jeffrey LOVERBOY**, **Liam Hodges** and NEWGEN One to Watch: **Paria Farzaneh** will host catwalk shows and **Nicholas Daley** will host a presentation. NEWGEN One to Watch: **Bianca Saunders** will host a presentation at 5 Carlos Place alongside visiting designers **Boramy Viguier** and **Ludovic de Saint Sernin** who will be showing a sneak preview of their latest collection ahead of Paris Fashion Week.

From British heritage to emerging labels and vibrant streetwear brands, this season pays homage to the ever-expanding creativity of the capital through a packed schedule of shows, presentations, installations and events. Returning to the schedule with catwalk shows are **Alex Mullins**, **Astrid Andersen**, **Bobby Abley**, **Chalayan**, **E.Tautz**, **Edward Crutchley**, **Fashion East**, **ICEBERG**, **JOHN LAWRENCE SULLIVAN**, **Kent & Curwen**, **Oliver Spencer**, **Per Götesson**, **PRIVATE POLICY** presented by GQ China, **PRONOUNCE**, **Qasimi**, **RÆBURN**, **Sharon Wauchob** and **Xander Zhou** while **Band of Outsiders**, **Barbour**, **Belstaff**, **Bethany Williams**, **Lou Dalton**, **Michiko Koshino** and **Wood Wood** will host presentations. New to the LFWM schedule this season we welcome **C2H4**, **DANSHAN**, **DELADA**, **Feng Chen Wang**, **JORDANLUCA** and **Studio ALCH**.

The DiscoveryLAB will see presentations in the experiential space from **Adam Jones**, **Lou Dalton**, **Omar Afridi**, **PHOEBE ENGLISH**, **Saul Nash** and **St. Henri**. **Adam Jones**, **Omar Afridi**, **Saul Nash** and **St. Henri** collections will be on display in the Designer Showrooms following their presentations. The NEWGEN Pop-up Showroom will showcase collections from **Charles Jeffrey LOVERBOY**, **Liam Hodges**, **Nicholas Daley** and **Per Götesson**

In 2019, the BFC continue to focus on their Positive Fashion initiative, a platform designed to promote and celebrate diversity, sustainability and openness; encouraging fashion to be used as a platform to promote a global positive change #PositiveFashion. Presentation and catwalk designers **Bethany Williams** and **RÆBURN** are showcasing Positive Fashion collections this season. **Bethany Williams** as with every season has produced a collection from recycled and organic materials, utilizing waste product from Clay's book manufacturing in Suffolk. She has taken this book waste to San Patrignano in Italy and worked alongside the community to weave fabrics mixed from book waste, waste from San Patrignano and donated pre-production waste from mills in Italy. San Patrignano is an education and rehabilitation programme for people with drug dependency that

teaches traditional Italian craft and a sense of community. **RÆBURN** will continue his pioneering work of re-using military fabrics and de-commissioned parachutes to create iconic outerwear.

In the Designer Showrooms, **Adam Jones** will showcase his up-cycled fabrications reminiscent of punk, using beer mats, vintage tea towels, blankets and ribbons pieced together and **PHOEBE ENGLISH** shows her latest collection which is entirely 'made in England'. **Ahluwalia Studio** launched by London-born Priya Ahluwalia a 2018 graduate from the MA Menswear Course at The University of Westminster and the winner of the H&M Design Award 2019 will be doing an installation in the Designer Showrooms highlighting her dual Indian-Nigerian heritage and exploring the life of second hand and dead stock clothing, using textile techniques to give them new life.

The generosity and commitment of our sponsors is more vital than ever. Please help us by acknowledging their support for LFWM 2019 - Official Sponsors: British GQ, Mercedes-Benz, Radisson Blu Edwardian London, TONI&GUY, and Official Suppliers: DHL, evian, Fashion and Beauty Monitor, Getty Images, Launchmetrics, Penhaligon's, Propress and Warsteiner Lager; Official Supporters: The Department for International Trade, The European Regional Development Fund and The Mayor of London.

- ENDS -

#LFWM | #Discovery | #PositiveFashion

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LONDON FASHION WEEK MEN'S BY NUMBERS

- Men are proving to be the biggest spenders. Over half (53%) spent £50 or over on their last shopping trip. Male shoppers (18%) are also significantly more likely than women (12%) to have spent over £100. (Mintel, 2018)
- 70% of men are more likely to spend more on quality clothes that last. (Mintel, 2018)
- Online menswear sales continue to grow, 54% of male clothes shoppers agree it is more important to shop online for clothes than instore. (Mintel, 2018)
- 49% of British male shoppers are interested in finding the perfect fit and having clothes tailored to their body shape. (Mintel, 2018)
- Menswear is predicted to grow by 11% between 2018 and 2022 to reach £17.1 billion. (Mintel, 2018)
- 10,000 miles driven by Mercedes-Benz cars
- Over 7,000 label.m products used backstage by TONI&GUY session as well as gifted in goody bags across the seasons annually
- 2000 Warsteiner Pilsner bottles consumed

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 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 BFC/Vogue 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.

London Fashion Week Men's is owned and organised by the British Fashion Council and chaired by Dylan Jones OBE. The Department for International Trade is proud to be supporting London Fashion Week Men's.