

BRITISH FASHION COUNCIL

PRESS RELEASE

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DAVID BECKHAM APPOINTED AMBASSADORIAL PRESIDENT, BRITISH FASHION COUNCIL

The British Fashion Council (BFC) is delighted to announce the appointment of David Beckham OBE, in a newly created role of Ambassadorial President.

The global role will have an initial two-year tenure and will support the organisation in its goal to build networks and partnerships in the United States and Asia.

David will partner closely with the BFC team to help the BFC boost support for the British fashion industry on a global scale – raising the profile of emerging British fashion talent with the global investment and media communities alike.

In addition to promoting ongoing innovation in the sector, a key focus of the role will be supporting the BFC across their Education pillar – helping them to reach young talent from all backgrounds across the UK - through BFC run Saturday Clubs, scholarships and apprenticeships and via increased engagement in arts education.

The first twelve months of activity will see David and industry leaders including leading editors and designers, visit fashion education programmes across the UK. As well as, hosting events in China and the United States, unlocking his global network to convene support for the BFC's work in these markets.

Stephanie Phair, British Fashion Council Chair commented: *"We are thrilled and excited to welcome David to the British Fashion Council as Ambassadorial President. As we look to boost support for the British fashion industry at a global level we identified the need for a global figurehead, with global reach, who is able to shine a light on our incredible British fashion talent and ensure we build and create energy for the British fashion economy as we transition through the Brexit period – and David is perfectly placed to help us do this. We have spent the last few months working closely with David to identify how we can build on our networks in Asia and North America as we aim to support increased opportunities for businesses to grow in these regions. David has been inspired by our work with emerging talent and education and his business acumen, global reach and passion for promoting talent and education make him the perfect Ambassadorial President to propel our industry into different corners of the globe."*

David Beckham OBE said: *"Taking on this new role is an incredibly proud moment for me. I have long been passionate about British style, fashion and craftsmanship and this role gives me the chance to get under the skin of an industry I love. I am excited to be working closely with the British Fashion Council to promote and inspire young talent, from across the UK, on a global scale."*

The fashion industry is one of our best performing global exports and I am looking forward to working with our future leaders and supporting the BFC in their global ambitions"

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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 Fashion Film; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. The BFC supports Boden's Future British initiative. 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.