



## TRACEY EMIN CBE RA DESIGNS LFWM FIFTH ANNIVERSARY LOGO

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The five year anniversary of London Fashion Week Men's will be celebrated 9<sup>th</sup> - 12<sup>th</sup> June. To mark this milestone iconic British artist Tracey Emin CBE RA, member of the BFC's Menswear Committee, has lent her signature handwriting to the LFWM logo. The logo will be featured in a custom neon installation in the event's central hub at The Store Studios, 180 Strand.

The fifth anniversary edition of LFWM will celebrate London's reputation as the home of menswear, showcasing Savile Row tailoring and heritage brands through to the most exciting emerging talent in the menswear market, as well as a strong roster of British and international designer and contemporary businesses.

Since the first season of standalone menswear shows in June 2012 over 200 different brands have been part of over 750 shows, presentations and events. Since 2012 over 230 designer brands have shown as part of the Designer Showrooms, the curated menswear exhibition which sits at the heart of LFWM's central hub.

**Tracey Emin CBE, RA** commented: *'I am a big fan of men's fashion week - it's something the UK should be really proud of. I feel very at ease in the world of men's fashion and I was very happy to have some real input this year.'*

**Dylan Jones OBE**, Chair, London Fashion Week Men's commented: *'It is a more than fitting testimony that one of Britain's greatest artists has given her stamp of approval by designing our new logo. God bless Tracey, god bless London Fashion Week Men's.'*

The generosity and commitment of our sponsors is more vital than ever. Please join us in acknowledging their support for London Fashion Week Men's June 2017. **Official Sponsors:** British GQ, Etihad Airways, Lavazza Coffee, Lqd Skin Care, Mercedes-Benz, Radisson Blu Edwardian, London, TONI&GUY and The Vinyl Factory; **Official Suppliers:** DHL, evian, Fashion and Beauty Monitor, Launchmetrics, The Store, and Warsteiner Lager; **Official**

**Funders** The Department of International Trade, The European Regional Development Fund and The Mayor of London.

London Fashion Week Men's runs from 9<sup>th</sup> – 12<sup>th</sup> June 2017. The Designer Showrooms, BFC Show Space and BFC Presentation Space are located at The Store Studios, 180 Strand.

Do not forget to register for press or buyer accreditation [here](#).

**– ENDS –**

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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 BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. 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 excellence 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.