

# BRITISH FASHION COUNCIL

## PRESS RELEASE

7<sup>th</sup> December 2018

**adidas Originals, David Beckham and British Fashion Council  
Celebrate Creative Partnership: *MakerLab Presents: Here to Create***



### [Link to Pictures](#)

Last night adidas Originals, David Beckham and the British Fashion Council (BFC), announced their creative collaboration, *Makerlab Presents: Here to Create*, with a celebratory dinner in Miami at Cecconi's, Soho Beach House.

David Beckham has united his long standing partnership with adidas Originals, with his role as Ambassadorial President at the BFC to drive new generation engagement within the creative industries and provide a platform for global design talent. *Makerlab Presents: Here to Create* is a new creative platform aimed at furthering education in the design and fashion sector and champion emerging designers. To mark the launch of the partnership designers Nicholas Daley and Paolina Russo were selected by David Beckham and adidas Originals as inaugural partners of the collaboration.

David Beckham and Caroline Rush hosted dinner guests from fashion, art, sport and design in recognition of the newly formed partnership and celebrated a commitment to the next generation of creative talent with a Haig Club cocktail reception.

Earlier in the day Beckham, adidas Originals and Caroline Rush attended Miami's Design and Architecture Senior High School (DASH) to host a workshop led by Youth Zone Inspire Chorley for the school's students. Supporting the BFC's Education pillar is an integral part of Beckham's role as Ambassadorial President. The workshop was curated to inspire the students who have opted

for a career in the creative industries, to further inspire their creative vision, unlock creativity and demonstrate how talent and originality can transform to a tangible business future.

**Link to pictures.**

**WHO:** ASAP Ferg, Brendan Fallis, Carly Mark, Caroline Daur, Caroline Rush CBE, Chelsea Leyland, Daniel Arsham, David Beckham OBE, DJ Fat Tony, Hannah Bronfman, Helena Christensen, Marc Anthony, Nicholas Daley, Paolina Russo, Pharrell Williams, Randy Gerber, Richie Shazam, Saskia Lawaks and Stephen Webster MBE

**WHEN:** Thursday 6 December 2018

**WHERE:** Cecconi's - Soho Beach House, Miami FL, USA

**MENU:** Guests enjoyed Haig cocktails and dined on grilled octopus, burrata and tuna tartare followed by beef tenderloin, rigatoni with fresh Maine lobster and zucchini noodles with chocolate tart and key lime pie and fruit for dessert.

**LIVE PERFORMANCE BY:** Stranger Days

**For additional press inquiries please contact:**

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**ABOUT BRITISH FASHION COUNCIL**

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and coordinate 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.

**About adidas Originals**

Inspired by the rich sporting heritage of adidas – one of the world's leading sports brands and a global designer and developer of athletic footwear and apparel – adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand's legacy through its commitment to product innovation and its ability to filter the creativity and courage found on courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.