

LONDON COLLECTIONS: MEN

PRESS RELEASE
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FROM THE DANDY TO WELLINGTON BOOTS; TEN ICONIC STYLES BRITAIN GAVE THE WORLD

Bondage trousers, the bowler hat, brogues, the dandy, the floral shirt and tie, the great coat/riding coat, the three piece suit, the trench coat, tweed and tartan, and wellington boots have all been identified as the ten iconic styles that originated in Britain and have become mainstays in international menswear.

Taken from a V&A study commissioned by the British Fashion Council and written by Keren Protheroe, a PHD alumnus of the History of Fashion course at the Royal College of Art, these ten British inventions seal the UK's reputation as the global origin of men's fashion.

The 4,000 word study travels in time, from 1528 to present day, and explores how over the centuries the rules of men's fashion have been made and broken.

The study will be accompanied by a condensed menswear heritage map of London and launched at a London Collections: Men photo call on the 18th June by the Mayor of London.

The Mayor of London Boris Johnson commented: *'With London Collections: Men going from strength to strength, this fascinating insight into the history of menswear is a timely reminder of why our city is the capital for men's clothing. Our illustrious heritage is accompanied by craftsmanship, innovation, plus a canny eye on the modern that ensures our designers remain at the forefront of fashion.'*

Dylan Jones, Chair of London Collections, commented: *'The Study offers a fascinating snapshot into the history and heritage of British menswear that amplifies the extraordinary legacy that we see around us today'.*

Caroline Rush, CEO of the British Fashion Council, commented: *'From the cobbled streets of London to rural Scotland the study celebrates the artistry, skill and excellence that make Britain the natural birthplace of menswear; a legacy that has never waned but instead goes from strength to strength, just look at the British designer brands and emerging talent showcased at London Collections: Men'.*

Keren Protheroe, author of *London: Home of Menswear, The History & Heritage*, commented: *'For over 300 years, British menswear has been an inexhaustible source of style and innovation. Its spectrum of achievement has provided the clothes to dress every sort of gentleman. This legacy of excellence continues across the globe. Its influence can be seen today on city streets, catwalks and stylish men the world over'.*

- ENDS -

To read the full report online, please visit www.londoncollections.co.uk/historyheritage

London Collections: Men runs from 16th – 18th June 2013. For more information please visit www.londoncollections.co.uk/men

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EDITORS NOTES

1. 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 Creative Britain and Creative London. The BFC Colleges Council offers support to students through its MA Scholarship, links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC/Elle Talent Launch Pad; BFC Fash/On Film sponsored by River Island; BFC Rock Vault sponsored by International Palladium Board; BFC/Vogue Designer Fashion Fund; Estethica; Fashion Forward sponsored by eBay Fashion and the Mayor of London; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, London Collections, LONDON show ROOMS, the BFC/Bazaar Fashion Arts Foundation, International Fashion Showcase and the annual celebration of excellence in the fashion industry: the British Fashion Awards.
2. **London Collections: Men** is owned and organised by the British Fashion Council and chaired by Dylan Jones

