

LONDON COLLECTIONS: MEN

BRITISH FASHION COUNCIL
NEWGEN
SPONSORED BY
TOPMAN MEN

PRESS RELEASE

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BRITISH FASHION COUNCIL ANNOUNCE NEWGEN MEN RECIPIENTS FOR AUTUMN/WINTER 2014

The British Fashion Council (BFC) today announces London's brightest emerging menswear talents who will receive NEWGEN MEN, sponsored by TOPMAN, support to showcase their AW14 collections at London Collections: Men (6th - 8th January 2014).

Ten designers will be awarded sponsorship for AW14, the highest number of designers to receive support in one season since the initiative launched in 2009. This season, three new designers join NEWGEN MEN: menswear brand **Common** and Fashion East star **Kit Neale** will host presentations on the London Collections: Men schedule and footwear designer **Diego Vanassibara** will exhibit his collection in the Designer Showrooms.

The recipients for AW14 are: **Agi & Sam**; **Astrid Andersen**; **Common** (new); **Diego Vanassibara** (new) **Kit Neale** (new); **Lee Roach**; **Martine Rose**; **Matthew Miller**; **Nasir Mazhar** and **Shaun Samson**.

All recipients receive sponsorship and showcasing opportunities at London Collections: Men, as well as tailored business and mentoring support with a view to increasing the success of their business commercially and building relationships with key press and buyers. The BFC are working with DLA Piper to provide legal and commercial advice to the designers which have been selected for NEWGEN MEN AW14.

NEWGEN MEN began in September 2009, building on TOPMAN and Fashion East's successful MAN initiative, and has supported designers including Christopher Shannon, James Long, J.W. Anderson and Sibling. It has been instrumental in raising the profile of emerging British menswear designers, previously through Menswear Day and now using London Collections: Men as a showcasing platform to promote the breadth of London's menswear, style and culture to a global audience.

Caroline Rush, CEO of the British Fashion Council, commented *"Menswear is an unstoppable force in British fashion. Welcoming three new designers to the scheme this season, each of whom bring a very different aesthetic to the NEWGEN MEN line-up, is testament to the strength and diversity of the emerging*

menswear talent in the industry. With the support from NEWGEN MEN and TOPMAN, these designers have the opportunity and potential to grow their label into incredible British businesses."

Jason Griffiths, Marketing Director, TOPMAN, who was also on the selection panel, added *"The NEWGEN MEN initiative goes from strength to strength and it is truly exciting to welcome for the first time a footwear recipient this season into the mix. At TOPMAN we are completely dedicated in our support of the initiative above and beyond our investment to include mentoring at various levels and wherever possible the opportunity to collaborate further on selection of projects as in past with likes of Sibling, Agi & Sam, James Long, Lou Dalton and Christopher Shannon. We also look forward to revealing details of the next exciting designer project in the New Year."*

The NEWGEN MEN committee comprises:

Caroline Rush (Chair), British Fashion Council; Catherine Hayward, Esquire; Damian Paul, MATCHESFASHION.COM; Darren Skey, Harvey Nichols; David Watts, BFC; Gordon Richardson, TOPMAN; Jason Griffiths, TOPMAN; Laura Hinson, BFC; Robert Johnston, GQ; Sam Lobban, Mr Porter; Tim Blanks, Style.com

- ENDS -

For more information on NEWGEN MEN, please visit www.britishfashioncouncil.com/newgenmen

To be the first to receive the menswear schedule and to be notified when registration for London Collections: Men is open, sign up for the newsletter at www.londoncollections.co.uk/men

'Like' **British Fashion Council** on Facebook for exclusive content www.facebook.com/britishfashioncouncil

Follow us on Twitter @BFC and join the conversation #LCM

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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 Fash/On Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/Vogue Designer Fashion Fund; Esthetica; 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. The NEWGEN womenswear sponsorship was established in 1993, acting as a promotional launch pad for young designers, attracting media profile, orders and investment whilst offering encouragement and support for new talent. TOPSHOP is the sponsor of NEWGEN.
3. Previous NEWGEN MEN winners include Carolyn Massey, Christopher Raeburn, Christopher Shannon, James Long, James Small, J.W. Anderson, Katie Eary, Lou Dalton, Omar Kashoura, Sibling, Dr Noki and New Power Studio.
4. London Collections: Men is owned and organised by the British Fashion Council and chaired by Dylan Jones
5. MAN is a joint partnership between TOPMAN and Fashion East. Established in 2005, MAN strives to promote and support young British menswear talent offering young designers the chance to show during London Collections: Men.