



29th January 2009

Dedicated Menswear Showcase on London Fashion Week Schedule

The British Fashion Council today announced a new menswear initiative that will showcase 13 menswear design talents in London on Wednesday 25th February 2009. This has grown out of the huge success of MAN, a joint partnership between TOPMAN¹, and Fashion East², which for the past eight seasons has presented British menswear design talent during London Fashion Week. MAN will be first on the catwalk, at 2pm, in the BFC Tent in the grounds of the Natural History Museum.

MAN has been instrumental in raising the profile of new British menswear designers to an international audience. In recognition of this success, Fashion East's Lulu Kennedy and TOPMAN have, with the support from the British Fashion Council and the London Development Agency, curated London Fashion Week's first dedicated menswear line-up.

Menswear Showcase Provisional Schedule

2pm	MAN show - James Long / Christopher Shannon/JW Anderson/Topman Design	BFC Tent, SW7
3pm	Film screening by Sibling, plus installations by Jaiden rVA James, Katie Eary and Martine Rose	5 Cromwell Place, SW7
4pm	b Store catwalk show Tim Soar catwalk show	BFC Tent, SW7
4.45pm	Carolyn Massey catwalk show	BFC Tent, SW7
5.30-7pm	E.Tautz	Savile Row, W1
7-9pm	New Power Studio – Installation	EC1

Hilary Riva, Chief Executive of the British Fashion Council commented "We are delighted to support this exciting initiative showcasing menswear talent at London Fashion Week."

Lulu Kennedy, Fashion East said "It's exciting to be expanding the MAN project and getting wider recognition for the brilliant menswear coming out of London."

"The initial MAN concept was to provide a platform for the wealth of menswear talent that was going unnoticed in the UK. From its modest inception eight seasons ago, to an established talent launch pad, this season MAN has curated a significantly larger showcase at LFW: a testament to the amount of creative menswear designers operating in Britain today. Our aim is to nurture this showcase and grow it organically from season to season. It's a very exciting prospect."

Gordon Richardson, Design Director, Topman.

"MAN has created a whole new momentum in the London menswear scene. It's growing in profile and importance every season."
Tim Blanks, Style.com

For more information on London Fashion Week visit www.londonfashionweek.co.uk

British Fashion Council and London Fashion Week Press

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Editors notes

1. Born in 1978, Topman is the brother brand to TOPSHOP. With a whopping 185 stores in Britain, Topman takes an unswerving, energetic approach to producing truly exciting high-street men's fashion. Driving trends forward while shifting the way men approach shopping, the brand's attitude to creating brilliant and affordable menswear is second to none.
2. Set up in 2000, Fashion East is an Old Truman Brewery non-profit project which selects and launches three emerging designers each season at LFW to showcase their collections on the Fashion East catwalk. Jonathan Saunders, Marios Schwab, Gareth Pugh, Richard Nicoll, Roksanđa Ilinčić and Meadham Kirchhoff are all past success stories of the project.
3. MAN is a joint partnership between TOPMAN and Fashion East. The story began eight seasons ago when Lulu Kennedy of Fashion East approached TOPMAN - off the strength of the menswear collections she had seen at the St Martins show - with the idea of a sponsored menswear show. TOPMAN, with its dedication to nurturing young talent and its own premium collection called TOPMAN Design already on catwalks outside of London Fashion Week, declined the sponsorship but suggested they 'partner' in order to give the utmost investment into what was clearly a fashion no-brainer. This season's three designers voted in by the prestigious MAN panel to show alongside TOPMAN Design are: Christopher Shannon, James Long, J.W. Anderson, TOPMAN Design.
4. London Fashion Week runs from Friday 20th – Wednesday 25th February 2009. There are 51 Womenswear shows on the London Fashion Week Schedule this season

Designer biographies and contact details

b STORE

b Store is a shop on Savile Row that serves as both an outlet for b Clothing and b Shoes but also as a platform for young designers. They support artists by using the shop space as a back drop for installations. In 2006 the shop won the British Fashion Award for Shop of the Year. b Store owners, Matthew Murphy and Kirk Beattie, are now fast on their way to building one of London's most sought-after menswear labels, b Clothing. Since its conception in 2007, the b clothing line has gone on to cement the b store as a manual of style. With both Murphy and Beattie working in the store daily, inspiration for the clothing line is not far away. 'We design in the shop as we are constantly inspired by the people we meet every day, so it seems the best place', Murphy says. The idea of starting the collection originally came from the need of basic men's fashion staples within the store. Murphy says 'we work with so many creatives, but it was difficult to find basics in their collections, this gave us the inspired us to create our own clothing collection that would sit alongside both our shoe collection and the designers we already worked with'. This 1st collection was entitled 'missing pieces', which referenced the missing 'classics' from everyman's wardrobe, this has continued to be the ethos and inspiration for b store clothing.
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CAROLYN MASSEY

Carolyn Massey, a 27-year-old London based British menswear designer, completed her MA at the Royal College of Art in 2005. After her MA show stylists were endlessly borrowing garments, and personal orders began flooding in. She felt 'like there was a calling' and in June 2006 she launched her self-titled label, Carolyn Massey. The militant gentleman, Carolyn Massey's figure for this season is reserved, louche, strong, and sophisticated, with a hint of aristocracy. Inspired by a trip through the endless archives of the National Army Museum in Sandhurst, Carolyn Massey's AW 09 collection sees a strong focus on the sartorial code of 'a gentleman of the very first house' (William Shakespeare, Romeo and Juliet) and how this has appropriated during the times of social or civil unrest. The AW 09 collection explores the sentiment of loss and how things / people / items / garments appear enhanced with nostalgia and are glorified in memory. Wordsworth called this the "Inward Eye."
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CHRISTOPHER SHANNON

Gaining a scholarship on the Central St Martins MA Menswear course by the formidable professor Louise Wilson, the first of its kind in 10 years, Christopher Shannon moved to London from his native Liverpool, and has worked as design assistant to both Richard James and Kim Jones. Having worked on Kylie's creative team for 2 years, he met his teen hero Judy Blame, working 2 seasons on collaborative luxury print clothing label with him, which sold out in some of the most prestigious boutiques and stores. His graduate collection, which featured collaborative pieces with sponsors including: Eastpak, Nike, New Balance, and Levis, with fabrics sponsored by Calvin Klein, was immediately stocked in olette. He has reworked shell suits and sports pieces in new fabrications with a nod to Northern style and market stall bootlegging, and lots of reversible elements, something he describes as 'refined scallyism'. He was awarded the Dunhill Menswear Award in 2008. www.christophershannon.co.uk

E. Tautz

After 40 years incorporated within Savile Row bespoke tailors Norton & Sons, the house of E. Tautz will be showing its collection of handcrafted tailored menswear and accessories. Founded in 1867 E. Tautz was London's most celebrated sporting and military tailor, counting amongst his patrons Edward VII, the Kings of Italy and Spain, the Emperor of Austria and Winston Churchill. "We champion the notion of dressing properly and of men taking pride in what they wear. We adhere to the age-old belief that how you dress reflects your respect for the event and for your host. Edward VIII said it best "Be always well and suitably dressed for every conceivable occasion."

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JAIDEN rVa JAMES

Jaiden James and Rasharn de Vera Agymang joined forces to create Jaiden rVa James after graduating from The Fashion Retail Academy and the London College of Fashion. The label strives to deliver contemporary menswear with a refreshing twist. Jaiden and Rasharn enjoy playing with the zeitgeist of fashion each season, distilling it down into beautifully crafted, very wearable pieces. A/W 09 is Jaiden rVa James's fourth season. Earlier collections have explored African heritage, Modern Punks and Spanish 1960s Mods. This season they are taking a more psychological approach, delving deep into the darker side of the human mind.

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JAMES LONG

Graduating from The Royal College of Art with an MA Menswear/Accessories, James Long studied his BA at London College of Fashion, moving to London from Northampton. When GQ Associate Editor and MAN panel member Charlie Porter purchased several pieces from his graduate collection he knew he was onto a good thing, with various editorials featuring his work to follow; Dazed & Confused, i-D Magazine, Another Man, Numero and many more with special commissions for Italian Vogue. Working from his Hackney studio, he mainly works with leather and sheepskin combining them with modern materials such as gauze netting and plastics, to create battle-ready hard silhouettes. He channels his sculptural accessories knowledge into clothing, preferring not to work from blocks. He regards his clothing as a type of protection. **www.jameslonguk.com**

J.W. ANDERSON

Combining sinister phenomena with a love of mystical characters in history and literature, the intensely dramatic aesthetics of J.W. Anderson have made him one of the most intriguing menswear designers in current British fashion. Born in Magherafelt, Northern Ireland in 1984, Jonathan William Anderson originally wanted to pursue a career in acting. In 2001, he moved to Washington DC to study drama at The Actors' Studio where he discovered a love for stage costumes. Anderson soon moved back to London where, whilst working as a stylist - most notably for the artist Rufus Wainwright - Anderson took his degree in menswear at the London College of Fashion. He graduated in 2007, at which point he had already established his label. J.W. Anderson made its debut at London Fashion Week in September 2007 with a menswear collection characterised by the use of real insects in jewellery. A dark, Rasputin-inspired autumn/winter 2008 collection soon followed, before Anderson made his breakthrough with the highly anticipated spring/summer 2009 collection, An Eye for an Eye. J.W. Anderson will show his fourth menswear collection under MAN at London Fashion Week in February 2009. **www.j-w-anderson.com**

KATIE EARY

The London-based 25 year old Katie Eary, graduated from The Royal College of Art in 2008 with an MA in Menswear. Eary's collections have already gained impressive press coverage across the globe, appearing in Vogue, Dazed & Confused, Vogue Russia and many more, as well as celebrity fans including Kate Moss and Roisin Murphy. Eary's A/W09 collection continues on a literary inspired theme, this time deriving from George Orwell's "Animal Farm". Her love of all things macabre have come into their own with her interpretation on the Politics of Pigs, and the raw animal behaviour where the pigs take on their own persona, which is set to be featured as one of the main installations at the MAN show for this years London Fashion Week.

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MARTINE ROSE

This is the third season of Martine Rose's self-titled label. Her previous collections, including an ambitious installation at Black's members club, have been well-received by both press and industry alike. This season sees her produce a finely tuned collection of men's shirts entitled 'Pieces'. I really admire Martine's refined aesthetic and attention to detail. Her stunning installation at Black's during last season's fashion week was so inventive. She put it together with sensitivity and intelligence." Lulu Kennedy, Fashion East. Prior to launching her own label, Martine was a founder member of highly-acclaimed fashion label LMNOP. Their collections were sold internationally with a core fan base in both Japan and London.

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NEW POWER STUDIO

New Power Studio is a creative partnership between menswear stylist Thom Murphy and womenswear designer Ebru Ercon. Their first project comprises a mixed media installation, White Mice, a site-specific event that will showcase their menswear collection. Thom Murphy is an established Fashion Stylist, Art Director, Brand Consultant and Casting Director, working mainly in men's fashion. His editorial work is regularly featured in publications including i-D, Dazed, Arena Homme Plus, Another Man and Self Service. He has worked with luminaries from the fashion and music industries including Vivienne Westwood, Mark E Smith and Dizzee Rascal, and acted as Art Director on global advertising campaigns for PUMA. He has consulted for many of the UK's most innovative, award-winning young designers, including Anne Sofie Back, Richard Nichol, Peter Jensen, Siv Stoldal and Cassette Playa, and was one of the founding Creative Directors of the fashion boutique B-Store. Ebru Ercon has consistently experimented with the unpredictable. She has shown twice with Fashion East and collaborated on fashion-based projects with the world-renowned interactive website, ShowStudio.com. Ebru's adventurous approach to both the design and presentation of her eponymous collections garnered many favourable media comments. "You got the feeling you would be writing her name down again and again" Rebecca Lowthorpe, The Independent. Vogue's New Talent section described Ebru as akin to an "early Yohji Yamamoto". As well as producing her own collections, Ebru has worked for some of the most critically and commercially successful figures in contemporary fashion including Stella McCartney, Armandbasi One, Katie Hillier, Biba, DKNY Jeans, and Luella Bartley.

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SIBLING

Following on from their successful first collection, which was sold exclusively at BEAMS in Tokyo and featured in publications including i-D, Another Magazine, Wonderland, Arena Homme + and GQ Japan, SIBLING is proud to present their sophomore outing. Harder, better, faster and stronger, the trio of Sid Bryan, Joe Bates and Cozette McCreery - who have worked on runway knitwear for the likes of Giles, Alexander McQueen and Jonathan Saunders - return with a wardrobe of pieces that play on contrast. Two silhouettes dominate Collection 2; the 'Classic', and new-for-this-season, the 'Deviant', an all-over flat shape that when worn gives dramatic volume and the uncompromising colour palette runs from pale grey through beige, navy, neon pink, marigold, royal blue and khaki. Select pieces available in shimmering black options add a darker, poetic undercurrent to a collection of optimism.

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TIM SOAR

Tim Soar set up POST Design in the 1980s with graphics superstar Neville Brody, working on projects in major museums in the UK and mainland Europe. After years moonlighting as a dj, Tim set up global music consultancy Music Concrete, working with hotel and fashion brands like Ian Schrager Hotels, Addidas, Fendi and many others. In 2006, he launched menswear label SOAR to great acclaim. Matthew Murphy of b Store bought key pieces of this collection and of subsequent collections. Liberty also bought the next Rockabilly inspired collection. Top international stylist, Jodie Barnes, came onboard in 2007 bringing an added focus to the label.

"For a year or two I had felt an increasingly strong urge to move into fashion design. I felt that I had something to say about modern menswear and that it was time to move on from the flippant to something more serious. I was tired of seeing gimmicky menswear that was badly made and did not fit correctly. I set out to produce clothes that are a synthesis of minimalism and the avant garde made to the highest possible standards." Tim Soar

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TOPMAN DESIGN

Launched in Autumn/Winter 2005 and headed by Design Director Gordon Richardson, the collection that is put together by the in-house design team, is an exclusive range of more individual design-led pieces for the fashion savvy Topman customer. Now boasting a prime concession in London's Selfridges, as well as Topman's London flagship, it is also available on-line. New York's exclusive boutique Opening Ceremony is a staunch supporter, and the full collection will also be available from Topman's forthcoming NYC Flagship, alongside its main range and other designer collaborations. **www.topman.com**