



Press Release
2nd February 2010

LONDON FASHION WEEK LAUNCHES A DEDICATED DIGITAL SCHEDULE

The British Fashion Council today announced that the first Digital Schedule will launch on 19th February at London Fashion Week. This new initiative will bring together live streamed fashion shows and a selection of digitally presented fashion films created by some of London's most innovative designers. www.londonfashionweek.co.uk/digitalschedule is the URL for this new element of London Fashion Week, where a global audience will be able to view fashion shows live from the BFC show venue at Somerset House, as well as those of select designers who will live-stream their shows from other venues in London. The fashion films on the Digital Schedule will be presented by the designer, many in a newly dedicated Digital Space at Somerset House, whilst some will be premiered online.

London Fashion Week is the first of the leading four global fashion weeks to fully embrace digital media into its twice yearly showcase. All designers showing in the official show venue at London Fashion Week will have the opportunity to live stream their show, reaching a larger audience of both industry professionals and consumers. The BFC will be driving audiences to the Digital Schedule through e-marketing, Facebook and Twitter and are working with the digital arm of brand communication agency Starworks to provide their new service to mix selected expert commentaries on the shows.

Hussein Chalayan, a designer at the vanguard of integrating fashion and technology will present three of his most iconic films from the past decade. Boudicca, another pioneer of the fashion film genre, will be showing a film from their archive. Fashion film is developing into a popular medium for designers to reach new audiences and present their collections in new ways. Other designers presenting films for February will include Antoni & Alison, Cassette Playa, Craig Lawrence, Danielle Scutt, JW Anderson, LP.BG and Twenty8Twelve. UK Trade & Investment (UKTI) will show their film Love & Money – 50 Years of Creative Britain - to launch the Digital Schedule at Somerset House on the Friday morning.

To explore the growing digital sector and opportunities within it, the BFC brought together a digital committee as a sounding board for this new initiative and an advisory board to assist in its development. The committee include Caroline Rush, CEO, British Fashion Council; Clara Mercer, Marketing Manager, British Fashion Council; Ben Hammersley, Editor-at-Large, Wired & Founder of Dangerous Precedent; Daniel Marks, Director, The Communications Store; Graham Fink, Creative Director, M&C Saatchi; Imran Amed, The Business of Fashion; James Grant, CEO, Starworks; Jane Boardman, CEO, Talk PR; Jason Knight, 360-X; Sojin Lee, Co-Founder, FASHIONAIR.

Caroline Rush, CEO, British Fashion Council, commented “This is a significant step in developing our digital strategy. Enhancing designers’ experience and reach through London Fashion Week is an important area of development for the future.”

www.londonfashionweek.co.uk receives in excess of 100,000 unique visitors during London Fashion Week; this audience will now have the opportunity to see a selection of shows as they happen. 2010 will also see the launch of the BFC’s blog portal and on demand LFWTV site. LFWTV provides daily highlights and fashion industry sound bites throughout London Fashion Week. The London Fashion Week and BFC websites continue to be a portal and information resource to the fashion industry. The LFW BlackBerry App can be downloaded from the LFW website to provide information on the move.

London Fashion Week is one of the world’s largest fashion events and showcases the UK’s most creative and innovative designer businesses through fashion shows, presentations, exhibitions, installations and now fashion films. The BFC organises London Fashion Week to promote leading British designers to a global audience, enabling these businesses to develop and grow. London’s designers are internationally recognised for their innovation and creativity, they re-enforce London’s reputation as a leading creative capital and encourage tourism and international trade.

For more information on London Fashion Week visit

www.londonfashionweek.co.uk/digitalschedule

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Editor's notes

1. Catwalk Shows will run from Friday 19th February – Tuesday 23rd February with menswear shows on Wednesday 24th February 2010.
2. The **British Fashion Council** was set up in 1983 to promote British Fashion and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events.
3. London Fashion Week is organised by the British Fashion Council.
4. **UK Trade & Investment (UKTI)** is the Government organisation that supports both companies in the UK doing business internationally and overseas enterprises seeking to locate in the UK. They offer a range of services to assist British companies in developing their activities overseas or to promote certain product sectors by means of presentations, seminars and broader initiatives. UK Trade & Investment includes the foreign and commonwealth office, a multinational network and a world leader in trade development and investment promotion.