



YEARS OF BRITISH FASHION



**Press Release
February 2009**

BFC Showcases Ethical Fashion at London Fashion Week

On Friday 20th February, the British Fashion Council (BFC) launches the sixth season of **estethica**, the world's leading showcase of ethical designer fashion. **estethica** has developed a high media profile, creating a solid platform to help launch other groundbreaking ethical fashion initiatives. This season's launch will include a film of **estethica**, a show by founding **estethica** labels Noir and Bblack Noir and an announcement by Defra minister Lord Hunt launching their Sustainable Clothing Action Plan (SCAP).

estethica aims to bring together like minded ethical designer fashion labels. In its sixth season **estethica** has grown from 13 to 37 designers who adhere to one of three principles: organic, fair trade or recycled. The **estethica** film, featuring a/w 09 exhibitors, aims to create a broader showcase for this pioneering initiative.

SCAP, drawn up by leading names in fashion, manufacturing and retail, outlines commitments to make fashion more sustainable throughout its lifecycle: from design and manufacture to retail and disposal. This action plan has been coordinated by Defra on behalf of the Government.

Lord Hunt, Minister for sustainability at Defra said: "The sustainable clothing roadmap is a world first in bringing sustainable fashion to the high street. Defra has brought together leading retailers and manufacturers to take action on the way clothing is made, distributed and where it ends its life, so we can be less wasteful and less environmentally damaging. We are delighted to be launching this groundbreaking roadmap at **estethica**."



Noir and Bllack Noir are known for making ethical fashion sexy and glamorous and were one of the first to participate in **estethica**. Peter Ingwersen, founder of Noir commented "Noir and Bllack Noir are delighted to launch **estethica**'s sixth season at London Fashion Week. It is an exciting time for **estethica** as it grows in stature and fashion status. **estethica** provides a fantastic platform for ethical brands to communicate with one voice - we all look to inspire the industry and consumers that sexiness, luxury, fashion, corporate social responsibility and ethics can work in harmony together without compromising look and style."

Harold Tillman, Chairman of the British Fashion Council, said "**estethica** is the world's leading showcase of ethical designer fashion. Its reputation and growing profile creates a solid platform to promote ethical fashion and help launch other groundbreaking ethical fashion initiatives."

Running Order

12.15 pm - Doors open

Short film on **estethica**

Harold Tillman officially introduces **estethica**

Lord Hunt's overview of SCAP

Noir and Bllack Noir catwalk show launches **estethica**'s 6th season

Preview of the **estethica** exhibition and interview opportunities

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

- Ends -

British Fashion Council and London Fashion Week Press

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Editors notes:

- The **British Fashion Council (BFC)** is a not for profit limited company set up in 1983 to promote British Fashion and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events.
- **Defra** (the Department for Environment, Food and Rural Affairs) is a Government Department in the UK. The overarching challenge for Defra is to secure a healthy environment in which we and future generations can prosper. As we build a low carbon, resource efficient economy, Defra helps people to adapt to changes, deals with environmental risks and makes the most of the opportunity we now have to secure a sustainable society and a healthy environment. This will help see us through the difficult economic times, volatile food and energy prices and a changing climate which all make us more aware that we can't take our environment for granted. See www.defra.gov.uk
- **The London Development Agency (LDA)** works to improve the quality of life for all Londoners and drive sustainable economic growth. The LDA awarded the British Fashion Council a three-year funding package worth £4.2million in December 2007. As part of the grant agreement the British Fashion Council will provide business support to London's emerging designers and raise the profile of London Fashion Week to international markets.
- **SCAP** champions the reuse and recycling of clothes (1.5 million tonnes of unwanted clothing each year end up in landfill in the UK). Many of the actions pledged by those involved are already underway and will have a marked effect on the environmental impact of 'throwaway fashion'.