

# Press release: Exporting British style: designers set for £15 million global sales boost

This hotly anticipated event could lead to £15 million in exports for British designers, the fashion industry is worth £28 billion to the UK economy.

The government is helping match UK fashion designers with international buyers to boost exports by up to £15 million, International Trade Minister, Mark Garnier said today, ahead of [London Fashion Week](#).

The Department for International Trade (DIT) is not only sponsoring this year's event, but also investing into the 'International Guest Programme', where up and coming British designers are connected to some of the world's most high profile and influential buyers from priority markets such as Australia, China and South Korea.

This trade-matching scheme is designed to raise awareness of UK brands to a global audience and enable designers to compete for sales to international markets and secure export wins.

International Trade Minister, Mark Garnier said:

From street style to haute couture, some of the most iconic brands and trendsetters in contemporary fashion hail from the UK – so it's no surprise there is high demand for British heritage and luxury fashion.

The UK sits at the centre of the world's fashion design talent and we are proud to be sponsoring such a prestigious event, showcasing the very best of British fashion designers.

Through this trade-matching programme we are giving UK designers a tailored fit with their counterparts abroad, with the scope to boost trade by millions of pounds.

Minister of State for Digital and Culture Matt Hancock said:

The UK's creative industries are a tour de force, contributing £87 billion a year to our economy. British designers are now represented on catwalks all around the world, and our industry's alumni reads like a roll call of the fashion world's most talented stars, including Alexander McQueen, Thomas Burberry and Alice

Temperley.

London Fashion Week is a tremendous celebration of the best of British fashion, and a reminder of the incredible pool of talent that we are committed to nurturing and supporting.

The UK has a worldwide reputation for its fashion design, and London has long established itself as a forward-leaning fashion capital, attracting investment from across the world. From Burberry to Victoria Beckham, big British brands are in high demand on and off the catwalk, making the fashion industry one of the UK's biggest export successes.

In 2015, clothing exports alone racked up £6.1 billion – and if footwear and textiles were included, would reach almost £10 billion.

The fashion industry is worth £28 billion to the UK economy and the world renowned London Fashion Week brings a major boost to the sector, attracting an estimated £100 million worth of orders during each fashion week and offering the best in design talent from across the world.

The trends and innovations on the catwalk will cascade onto British and international high streets, creating a multi-billion pound industry and a further boost to UK fashion exports.

## Notes to editors

- priority markets for the 'International Guest Programme' include: the USA, China, South Korea, Australia, India, Saudi Arabia, Italy and Germany
- 'International Guest Programme' involves targeting international buyers and understanding their budgets and styles and matching them with appropriate British designers
- now in its 65th year, [London Fashion Week](#) will open its doors to more than 5,000 well-heeled guests keen to get a preview of the latest catwalk collections and designs
- the UK sits at the centre of the world's fashion design talent with internationally-acclaimed designers and brands such as Alexander McQueen, Vivienne Westwood, Paul Smith, Burberry and Victoria Beckham all hailing from the UK
- the UK is a leading centre for the manufacturing of clothing and high-quality fabrics. Over half the designers showing at London Fashion Week

make some of their collections in the UK

## **Further information**