

Roksanda AW2020 showcases British fashion in the Foreign Office

This year, the Roksanda AW2020 show was proudly hosted by the GREAT Britain Campaign in the iconic Durbar Court in the Foreign and Commonwealth Office.

Roksanda Ilinčić, originally from Serbia is a London based designer of one of the most recognisable British brands, Roksanda. The designer has become a go-to for many stylish and powerful women from around the world, including The Duchess of Cambridge and Michelle Obama.

The UK is a world leader in fashion education as Roksanda's career shows; she studied at Central Saint Martins before setting up her own label and launching her first collection at London Fashion Week (LFW) in 2005. The designer references London's culture and design and its creative and openminded people as her constant source of inspiration.

Roksanda Ilinčić, founder of Roksanda said:

I am delighted to be part of The GREAT Britain Campaign, showing in such a magnificent space as Durbar Court.

London became home for me and my business ever since I graduated from Central Saint Martins and then launched my own label.

The British fashion industry is very supportive and welcoming of new talent and ideas and I am extremely proud to be a part of it.

Roksanda's collections are sold in over 50 countries worldwide, with international stockists including: Lance Crawford, Nordstrom and Bergdorf Goodman. The global demand for the UK's growing fashion industry is clear, with international exports amounting to almost £12bn in 2019.

To build on this export success, DIT, as an official supporter of LFW, helps fund the British Fashion Council's (BFC) 'International Guest Programme'. This initiative strategically places important global fashion buyers and press in front of the best British designers and brands.

This season, the programme is inviting over 137 press and buyers; carefully targeted stockists and media from important markets like the US, Japan and South Korea.

International Trade Secretary, Liz Truss said:

The British Fashion industry is home to some of the world's most creative talents and six of the top fashion design schools in the world, and business is booming. The sector contributes £32 billion to the economy and creates 890,000 jobs.

As an official supporter of London Fashion Week, my department will continue to do everything it can to inspire the next generation of fashion entrepreneurs to study and build their businesses here in Britain.

DIT's support for the fashion industry extends beyond the UK, with the BFC's London show rooms at Paris Fashion Week and a showcase, hosted with the British Embassy in Paris. This event will promote British fashion designers and brands, tackling the challenges of clean growth, climate change and responsible production in the industry.