

APPAREL AND ACCESSORIES

BFC invests into China with new partnerships

February 16, 2018



Vip.com managing director of fashion with chief executive of The British Fashion Council celebrate new partnership. Image credit: VIP.com

By STAFF REPORTS

As China becomes an increasingly vital portion of retail, the British Fashion Council is strengthening its ties in the market.

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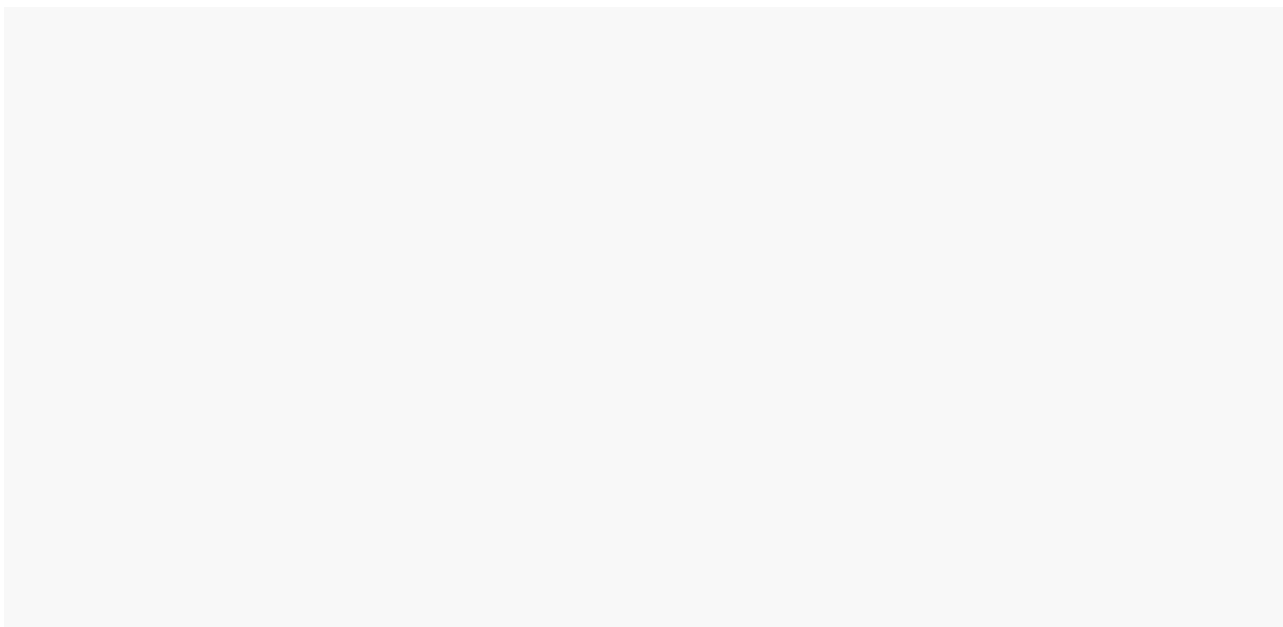
The council has entered a partnership with popular Chinese ecommerce platform Vip.com as well as the Hong Kong Trade Development Council. Chinese consumers' interest in luxury goods and fashion has grown exponentially recently, and the BFC is making strides to leverage this.

Chinese market

London Fashion Week will gain a new sponsor in Vip.com this upcoming week as festivities begin. To support its new partnership, Vip.com will be streaming live feeds of the fashion shows and hosting its own London-based exhibits in China as the week goes on.

Also during Fashion Week, the Hong Kong Trade Development Council will be hosting a special event that focuses on local designers from Hong Kong.

Labels such as Heaven Please+, House of V, Methodology and Maison Vermillion will travel to London to participate in the showcase. The event has happened in cities such as New York, Copenhagen, Tokyo, Shanghai and Singapore, but this is its first time in London.



Anya Hindmarch, BFC CEO Caroline Rush, BFC #PositiveFashion Model Health & Diversity Ambassador Adwoa Aboah & Deputy Mayor for Culture Justine Simmons this morning at the opening of #LFW February 2018

A post shared by British Fashion Council (@britishfashioncouncil) on Feb 16, 2018 at 8:30am PST

The Chinese ecommerce site will also be assisting British brands throughout the year in their strategy in China.

Chinese women buying ready-to-wear fashion, jewelry and cosmetics have primarily driven China's spectacular growth in luxury consumption, according to Bain & Company.

Per Bain's "2017 China Luxury Market Study," China's luxury consumption is outstanding and outpaces much of the world. In addition to the value of Chinese consumers traveling outside of Asia, Bain's report also notes that Chinese domestic spending has outpaced overseas purchases in the last year ([see more](#)).

This makes initiatives like BFC's extremely important to gain ground in today's turbulent luxury market.

"The fashion market in China is extraordinarily sophisticated and fast paced, and hungry for new design talent," said Jenny Jioe, managing director of fashion at Vip.com, in a statement. "Our consumer is aware of London's creative pedigree, and ready for both news and product.

"I know from first-hand experience that the brands in London, with all their energy and unbridled creativity, are precisely what we are looking for," she said.

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