

RETAIL

British Fashion Council opens pop-up at Bicester Village

November 1, 2018



Bicester Village is hosting a pop-up in partnership with the British Fashion Council. Image courtesy of Bicester Village

By STAFF REPORTS

Ahead of the holidays, the British Fashion Council is shining a spotlight on local designers with a pop-up at shopping center Bicester Village.

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At the upscale outlets, a BFC Designer Pop-up is giving consumers the chance to shop fashions from brands including Nicholas Kirkwood and Christopher Kane for a limited time. The Bicester Village Shopping Collection has inked a two-year partnership with the BFC to provide business mentorship and opportunities to British labels, helping them to grow their brands on a global scale.

"We are delighted to launch the BFC's new Designer Pop-Up in partnership with Bicester Village, which will include some of the most exciting and creative British brands," said Caroline Rush, CEO of the BFC, in a statement. "We are thrilled to be working with Desire Bollier and her team on a partnership that will not only allow the designers to benefit from the company's strong commercial expertise, but also to gain essential business skills to pair with their strong design experience."

Providing an outlet

The pop-up, opened Nov. 1, is centered on emerging brands including Emilia Wickstead, Marques'Almeida, Peter Pilotto and Roksanda. Among the brands showcased is Teatum Jones, which won the Bicester Village Shopping Collection's Business Development Award.

BFC will be hosting the pop-up for 11 days.

[View this post on Instagram](#)

For 11 days only, the BFC Designer Pop-up will showcase a unique edit of Britain's most exciting emerging and established fashion brands including @christopherkane, @eudonchoi, @marques_almeida, @motherofpearl and @roksandailincic. Shop the collections at @bicestervillage now!

A post shared by British Fashion Council (@britishfashioncouncil) on Nov 1, 2018 at 7:41am PDT

Instagram post from the British Fashion Council

Along with the temporary boutique at Bicester Village in Oxfordshire, the partnership is focused on helping British brands expand internationally, leveraging the outlet chain's experience in nine markets.

Established brands and those that have graduated from the BFC's programs such as the BFC/Vogue Designer Fashion Fund and the BFC Fashion Trust will be able to take part in a program centered on giving British labels the ability to make it on a global scale.

"The pool of design talent here in the UK is extraordinary," said Desire Bollier, chief merchant and chair of The Bicester Village Shopping Collection, in a statement. "By working together with the British Fashion Council, it is our ambition to champion this creativity and arm designers with the skills and tools needed to build sustained commercial success.

"This Designer Pop-up coupled with our Business of Retail' development program represents our commitment to great British design and to the future of the British fashion industry as a powerful engine of economic growth," she said.

Upscale outlet group Value Retail recently rebranded its collection of shopping centers to unify all of its properties around the globe.

The company renamed its 11 off-price centers in Europe and China for its popular Bicester Village outlets in the United Kingdom. Now known as the Bicester Village Shopping Collection, the chain is centering itself on a singular retail concept that focuses on rethinking luxury retail through hospitality ([see story](#)).

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