

RETAIL

British Fashion Council pop-up returns to Bicester Village

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The BFC pop-up at Bicester Village, near London. Image credit: Bicester Village

By STAFF REPORTS

The British Fashion Council is returning to the Bicester Village shopping center with a special designer showcase ahead of the holiday shopping season.

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Through Oct. 27, the BFC Designer Pop-Up is giving shoppers an opportunity to shop from 30 British brands at upscale outlet Bicester Village. The pop-up can strengthen connections consumers have with these designers, as many of the participants do not have their own bricks-and-mortar boutiques.

Designer Pop-Up

This year's brands include Grace Wales Bonner, Camilla Elphick, Phoebe English, Erdem, Hillier Bartley, Huishan Zhang, J&M Davidson, Mary Katrantzou, Paper London, Preen by Thornton Bregazzi, Racil and Sophia Webster.

Due to Bicester Village's pledge to allow free-of-charge trading within its BFC pop-up, all designers will receive 100 percent of their sales profits. During last year's pop-up, sales surpassed 100,000 pounds, or \$129,800 at current exchange.



The interior of the BFC pop-up. Image credit: Bicester Village

The debut 2018 pop-up, opened Nov. 1, was centered on emerging brands including Emilia Wickstead, Marques'Almeida, Peter Pilotto and Roksanda. Among the brands showcased was Teatum Jones, which won the Bicester Village Shopping Collection's Business Development Award ([see story](#)).

In 2020, the pop-up is expected to open at a shopping center within The Bicester Village Shopping Collection in China, demonstrating its commitment to supporting global fashion. Bicester Village has high-end outlets at 11 destinations around the world, including London, Paris, Shanghai and Milan.

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