

APPAREL AND ACCESSORIES

British Fashion Council sticks with digital, genderless LFW for early 2021

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London Fashion Week will stay digital in February 2021. Image credit: London Fashion Week

By LUXURY DAILY NEWS SERVICE

The **British Fashion Council** has announced that the next iteration of London Fashion Week will stay virtual, in light of the evolving coronavirus crisis.

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Running from Feb. 19 to Feb. 23, London Fashion Week will be a digital-first event with scaled back in-person events. In a continued push towards genderless collections, menswear designers are encouraged to participate in February's event rather than London Fashion Week Men's.

"This year's pandemic made us all rethink the current system in place," said Dylan Jones, menswear chair at the BFC, in a statement. "We are confident that this move will help designers reach more people via the digital LFW platform, while still allowing them to do business as early as January without the deadline of a show."

Digital fashion weeks

Several factors motivated the BFC to move the menswear showcase from January to February, including COVID-19 restrictions and challenges moving people and goods across borders post-Brexit.

The organization will launch a campaign focusing on menswear through January, using the LFW platform to promote online showrooms and networking.



Burberry livestreamed its spring/summer 2021 runway show during LFW in September. Image credit: Burberry

In June, BFC debuted its first all-digital, gender-neutral LFW with creative help from Wednesday Agency. The digital LFW consisted of interviews, podcasts, webinars and digital showrooms ([see story](#)).

"As the fashion industry moves towards a more sustainable and responsible future in line with the newly formed Institute of Positive Fashion, our aim is to continue to redefine our fashion week model, embracing digital and technological innovation while offering ideas and solutions that will work for all designer businesses," said Caroline Rush, chief executive at BFC, in a statement. "Moving LFWM into LFW in February will continue to de-gender LFW, allow designers greater flexibility to consider what collection they show when and minimize travel requirements, taking us one step closer to a more sustainable future."

BFC will reevaluate plans for other LFW events next year.

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