

APPAREL AND ACCESSORIES

British Fashion Council, TikTok present fashion initiative

February 5, 2021



TikTok will host a venue at London Fashion Week in September. Image credit: British Fashion Council

By LUXURY DAILY NEWS SERVICE

The British Fashion Council (BFC) and short-form video sharing platform TikTok have partnered to launch this year's NewGen fashion initiative.

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The NewGen initiative is BFC's first talent identification program that supports excellence in design and aims to build global, high-end fashion brands of the future. The BFC will work with TikTok to create a program for all recipients, including streaming support of designer shows, mentoring, masterclasses and digital support.

"Supporting excellence is at the core of the British Fashion Council's strategy," said Caroline Rush, CEO of [British Fashion Council](#), in a statement. "The past year was extremely challenging, and much of our support went towards businesses that needed the funds to overcome the pandemic."

"As we look towards the future, we are delighted to bring back NEWGEN for 2021/22 with the support of a new principal partner," she said. "We are extremely proud to be the first international fashion council to partner with TikTok to support emerging talent and we look forward to working with the team to showcase the best of what British fashion has to offer."

NewGen initiative

The program offers designers showcasing opportunities, financial grants and delivers individual mentoring and business training sessions to assist the designers as they develop their business infrastructure and skills.

Applications for NewGen 2021/22 are now open.



TikTok is a short-form video sharing social application, owned by ByteDance. Image credit: Getty

NewGen designers are identified by their creativity, strong design aesthetic and point of difference. Since 1993, NewGen has supported 250 designers and acted as a promotional launch pad for talent including Alexander McQueen, Molly Goddard and Osman Yousefzada.

Together, the BFC and TikTok hope to enable more innovative and inspiring fashion content, giving emerging fashion talent and creators a platform to share their own style and ideas. TikTok will also host a NewGen venue during London Fashion Week in September, with designer shows, hospitality and content creation opportunities.

U.K leader in Buy Now, Pay Later [Clearpay](#) will also support BFC NewGen as an official partner. Supporting new and emerging brands is core to Clearpay's business, with the ultimate goal of accelerating the fashion and retail industry in 2021.

French luxury conglomerate LVMH has also launched an initiative celebrating young designers from around the world. The Prize for Young Fashion designers accepts candidates under 40 years of age who have produced at least two ready-to-wear collections: women's, men's or unisex ([see story](#)).

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