

APPAREL AND ACCESSORIES

British Fashion Council joins 50:50 The Equality Project

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The BFC is looking to learn more about representation within the fashion industry. Image credit: British Fashion Council

By LUXURY DAILY NEWS SERVICE

The British Fashion Council (BFC) is partnering with the BBC's 50:50 The Equality Project to help benchmark diversity and representation in the fashion industry.

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The **50:50 The Equality Project** was established out of the BBC's newsroom in 2018 as a voluntary monitoring system to collect data about representation in the media industry. The BFC will be launching the long-term partnership during London Fashion Week and invites participants to collect their own diversity data.

"We look forward to seeing the success we have seen of 50:50 within the BBC, positively impact London Fashion Week," said June Sarpong, director of creative diversity at BBC and board director at **BFC**, in a statement.

"I would like to commend Caroline Rush and her team at the BFC for championing equity and inclusion within the fashion industry," she said.

Data project

Through the new partnership, brands at LFW will be encouraged to collect data about their teams' diversity, both freelancers and full-time employees, including design teams, hair and makeup, models, production, communications and more.

Similarly, BFC will also be collecting its own data.

Today, we announced our new partnership with 50:50 The Equality Project, an initiative created by the **@BBC** for the media industry. Launching during LFW September presented by **@Clearpay_uk**, it aims to create content fairly representing the audiences it serves pic.twitter.com/0IKXes76rz

BFC (@BFC) **September 2, 2021**

The next London Fashion Week begins on Sept. 17

The collected data will be published 18 months after the start and will be used to benchmark and track the industry's progress in reflecting diverse audiences, consumers and communities.

Businesses participating in the first round of the data collection include Anna Mason, Carlota Barrera, Helen Kirkum, Jordan Luca, Ray Chu, Richard Malone and more.

Earlier this year, BFC collaborated with short-form video sharing platform TikTok to launch the NewGen fashion initiative.

As BFC's first talent identification program, the NewGen initiative supports excellence in design and aims to build global, high-end fashion brands of the future. The BFC and TikTok worked to create a program for all recipients, including streaming support of designer shows, mentoring, masterclasses and digital support ([see story](#)).

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