

COMMERCE

## British Fashion Council announces former Guardian CEO as new chair

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*Mr. Pemsel has led an illustrious career, having been connected to the BFC since 2016 and having served on its executive board as non-executive director. Image credit: David Pemsel/LinkedIn*

By LUXURY DAILY NEWS SERVICE

The **British Fashion Council (BFC)** has a new chair, public relations expert David Pemsel.

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Mr. Pemsel is CEO and cofounder of PR firm ScienceMagic, Inc. Former CEO of The Guardian, the media mogul has led an illustrious career, having been connected to the BFC since 2016 and having served on its executive board as non-executive director.

### BFC business

The British Fashion Council has a wide-ranging presence within the luxury world, as the group organizes London Fashion Week and The Fashion Awards, a fundraiser for the nonprofit's charities.

*Women's Wear Daily* reports that Mr. Pemsel will serve in his new role as BFC chair for a total of three years. His responsibilities will include fostering the organization's presence in the landscape of British fashion, as well as supporting chief executive officer Caroline Rush.



*His responsibilities will include fostering the organization's presence in the landscape of British fashion, as well as supporting Ms. Rush. Image*

*credit: British Fashion Council*

In an interview with *Vogue*, Mr. Pemsel expressed acknowledgment for just how much fashion contributes to, and fuels, the British economy.

"I want to make sure that fashion is seen as equal and as important to any other creative industry in the UK," he said, in a statement.

The founder of ScienceMagic.Inc founded the PR firm in 2020 and also owns ScienceMagic.Studios, which facilitates Web3 presences for brands. ScienceMagic.Inc's client list is impressive and includes several luxury players like Tiffany & Co., Dolce & Gabbana, Versace and more.

Mr. Pemsel is taking over responsibilities from former BFC chair Stephanie Phair, who was recently promoted to group president and operates as the chief strategy officer of Farfetch ([see story](#)).

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