
NEWGEN – BFC Mentoring for Critical Business Skills in Fashion

30 November 2019

NEWGEN

NEWGEN is a British Fashion Council (BFC) initiative supporting emerging talent in the world of luxury fashion. According to the [BFC website](#), it is the most established designer development scheme globally.¹

NEWGEN offers designers financial support, showcasing opportunities and mentoring to home in on critical business skills. NEWGEN delivers individual mentoring and business training sessions to assist the designers as they develop their business infrastructure and skills.

Support Available

NEWGEN recipients will receive regular mentoring and financial support. Bursaries are at the discretion of the BFC, based on recommendations by a panel of experts. All designers will be required to actively participate in business support and mentoring to help develop their businesses as well as their profile as part of this support scheme.²

Criteria and Eligibility

NEWGEN is open to menswear, womenswear, and accessories businesses whose businesses are based in the UK. All designer applicants must have a minimum of two stockists, and this cannot include own store or webstore. All brands must be under three years in business to qualify for review.

Recipients

According to *Vogue*, NEWGEN has aided the career trajectory of 249 creatives, including Alexander McQueen, Jonathan Anderson and Simone Rocha and others since its inception in 1993.³

Notable recipients who have recently received Newgen support include:

- 2010 - Erdem
- 2010 and 2011 - Mary Katrantzou
- 2011 – Christopher Kane
- 2012 and 2013 - JW Anderson
- 2013 - Roksanda
- 2014 - Sophia Webster

BFC Fashion Trust

In 2011 BFC Fashion Trust was created. In 2018, the BFC Fashion Trust awarded grants totalling £380,000, shared between eight designers. In total, it has awarded over £2million to 42 brands since the inception of the scheme in 2011.⁴

Based on the accounts submitted to Companies House for BFCVDF Limited with Registered Company Number 07224834, these brands received the amounts from the BFC Fashion Trust as shown in the table.

Brand	Year Ending	Grants in the Financial Year
Nicholas Kirkwood	30 April 2013	£200,000
Peter Pilotto	30 April 2014	£200,000
Mary Katrantzou	30 April 2015	£200,000
Sophia Webster	30 April 2016	£200,000
Palmer/Harding	30 April 2017	£100,000
Mother of Pearl	30 April 2017	£100,000
Molly Goddard	30 April 2018	£200,000

In addition to the sums above, the table below summarizes the other awards to designers and Graduate Training Programme of the BFC Fashion Trust.

Graduate Training Programme	
Year	Amount
2015	£22,873
2016	£49,514
2017	£41,650
2018	£82,590
Other Awards to Designers	
Year	Amount
2013	£13,472
2014	£42,240
2015	£263,380
2016	£285,000
2017	£350,000
2018	£450,000

Graduate Training Programme

Under the Fashion Trust's Graduate Training Programme, many brands have been supplied with interns without having to spend much money as their salaries are covered by the Trust. These brands include Nicholas Kirkwood, Erdem, Roksanda, JW Anderson, Mary Katrantzou and Emilia Wickstead.⁵

Fashion Trust Patrons

The Fashion Trust has a supporting network of 140 individuals and patrons, including Harrods and Value Retail, the owners of Bicester Village. In 2017, HSBC became its first sponsor.⁶ Sponsorship opportunities start at £3,000 upwards.

Sipping tea in the VIP salon of Roksanda's Mount Street store, which has become the 'place-to-go' meeting point for the Trust, Fashion Trust co-chair Sian Westerman said:

*'The fashion world is seen as quite aloof This is a way to access that world. You've got philanthropy and business brains coming together. It's wearing many hats and having a million pairs of shoes.'*⁷

References

¹ British Fashion Council website – NEWGEN:
<https://www.britishfashioncouncil.co.uk/business-support-awards/NEWGEN>

² British Fashion Council website – NEWGEN:
<https://www.britishfashioncouncil.co.uk/business-support-awards/NEWGEN>

³ Vogue 30 April 2019 - The BFC Announces 2019's NEWGEN Recipients:
<https://www.vogue.co.uk/article/newgen-2019>

⁴ Vogue 30 April 2019 - The BFC Announces 2019's NEWGEN Recipients:
<https://www.vogue.co.uk/article/newgen-2019>

⁵ British Fashion Council – Fashion Trust Designer Support:
<https://www.bfcfashiontrust.com/About/Designer-Support>

⁶ Evening Standard 21 February 2018 - Meet the fairy godmothers of the fashion world: <https://www.standard.co.uk/lifestyle/esmagazine/meet-the-fairy-godmothers-of-the-fashion-world-british-fashion-council-fashion-trust-a3764396.html>

⁷ Evening Standard 21 February 2018 - Meet the fairy godmothers of the fashion world: <https://www.standard.co.uk/lifestyle/esmagazine/meet-the-fairy-godmothers-of-the-fashion-world-british-fashion-council-fashion-trust-a3764396.html>