

BRITISH
FASHION
COUNCIL



LONDON FASHION WEEK
LONDON FASHION WEEK MEN'S
LONDON FASHION WEEK FESTIVAL

CAMPAIGN BRIEF

LONDON FASHION WEEK & LONDON FASHION WEEK MEN'S – TRADE AUDIENCE

London Fashion Week (LFW) and London Fashion Week Men's (LFWM) have consistently showcased some of the world's most innovative emerging designers and established international brands, underpinning the capital's reputation as the global home of fashion and creativity in design, innovation and business.

LFW and LFWM are primarily trade-focused events attracting international press, buyers and key opinion formers from over 60 countries. In 2017 both LFW and LFWM are located at The Store Studios, 180 Strand, a creative hub in the heart of London. Bringing the events into the same space has allowed us to reposition LFW and LFWM, aligning them creatively. London has the reputation of being one of the leading fashion capitals in the world and our aim is to maintain this position by developing key audiences and increasing the international profile of the event, designers and British fashion industry.

LONDON FASHION WEEK FESTIVAL – CONSUMER AUDIENCE

London Fashion Week Festival (LFWF) is a bi-annual consumer-facing show, taking place directly after LFW in February and September. The ticketed event is based around four elements; Catwalk, Shopping, Talks and Experience.

Whilst consumers can increasingly experience LFW and LFWM through various digital channels such as social media and live streaming, LFWF is open to the general public with multiple ways to directly engage with brands and designers. This season LFWF joins LFW and LFWM at The Store Studios to reposition the brands under one roof – with this comes the challenge to ensure that the individual brands are aligned but retain their own identity in order to remain relevant with key target audiences.

All events are sponsor funded and brand guidelines should be taken into account.

OBJECTIVES

Each audience has a different range of requirements throughout the year, therefore it's essential that the three brands retain their own identity but are aligned with a consistent approach to encompass and better engage all audiences. With digital at the forefront, the ambition is to excite and engage key target audiences with a visual narrative and a considered experience which is set by the agency.

- Establish a clear identity and distinguished brand message to build upon the global awareness and reputation of LFW, LFWM and LFWF with key audiences, reinforcing London's reputation for creativity and innovation.
- Create a multi-channel creative campaign for LFW, LFWM and LFWF that is digitally led with an emphasis on engaging, creative content that can be developed season on season and is easily applied across print and digital platforms.

LFW & LFWM

- Creatively align LFW and LFWM brands ensuring that creative epitomises luxury, functionality and delivers value to engage a key trade audience.
- Develop assets that support designers across all LFW and LFWM channels to improve trade attendance and engagement with the event.

LFWF

- Using campaign imagery, develop a consumer-centric, sales focused creative to elevate LFWF's identity and positioning alongside trade events LFW and LFWM.
- Develop a fun and commercially viable creative across all print and digital platforms that embodies key brand values to increase consumer engagement and sales pre, during and post event.

PRODUCTION

Production costs will be covered by the BFC, but all quotes must be managed by the Agency, and must be invoiced to us by the Agency. Agencies must include in their tender response an estimate of these costs based on the deliverables in the attached document.

The above sets out the BFC's current requirements, however these may be subject to change, therefore we ask that tenderer's provide pricing structure for additional requirements.

BUDGET

Creative fee per season: £30,000-£40,000* (£60,000-£80,000k p/a, to cover all three events).

To include: creative, design, project management and production management for all deliverables. **A full list of deliverables, deadlines and Brand Guidelines are available to download separately.**

*Based on a 2 year retainer with a 1 year break clause

TENDER PROCESS

Please submit a short tender response to the above brief. Submissions should be kept concise but should include the following:

- Budget overview, including pricing structures should our requirements change and an estimate of production costs
- Overview of company
- Examples of previous work
- Overview of team and resources
- A snapshot of your response to the above brief and a few creative examples with different routes (we do not expect a full creative response)

The procurement of this contract and invitation to pitch will be via a one-stage invitation to tender process (with no pre-qualification questionnaire stage). However, tenders received will be tested against minimum essential selection criteria on a pass or fail basis. Those that pass will then be scored against the award criteria set out below. The selection will be based on:

- Examples/testimonials from previous work
- Previous experience in and understanding of the fashion industry

Tenders that pass the selection process will then be considered against the following award criteria:

Award criteria	Maximum score	Weighting
Your understanding of the aims of the brief, overall quality of response and creative examples	5	40%
Value for money – please submit a concise budget	5	30%
Your capabilities to deliver on this brief, including staffing, contacts with sub-contractors	5	30%
Total score	15	100%

Maximum total score = 15

Weighting: 1 = Poor - 5 = Excellent

All tender submissions must be received by **5pm Tuesday 21st March 2017**. Responses received after this deadline will not be accepted.

A shortlist of the highest scoring tenders will be invited to pitch. Interviews will take place during **w/c 20th March 2017**.

Responses should be emailed to Natasha David,
Natasha.david@britishfashioncouncil.com

Please note that in order to maintain fairness in the tendering procedure we are unable to answer any questions relating to this ITT.

ADDITIONAL INFORMATION

The British Fashion Council (BFC) has been awarded funding through the European Regional Development Fund to support promoting London's creative fashion design talent to key international audiences.

ERDF funding is being used to support London Fashion Week and London Fashion Week Men's, biannual showcases of brands and businesses to support them to increase their international sales. Further information can be found at

www.londonfashionweek.co.uk and www.londonfashionweekmens.com

The BFC aims to ensure that the purchase of goods/services/works using public (ERDF) funds is fair, open, transparent, objective and non-discriminatory, in order that taxpayers' money is utilised properly. Opening opportunities to competition promotes efficiency and effectiveness in the use of public funds, whilst ensuring that value for money is achieved not just by looking at price, but also other criteria such as quality and innovation.

The process applied to the award of this contract will:

- Include processes to manage potential conflicts of interest
- Impartially assess each tender against the criteria outlined in this invitation to tender
- Select the winning bidder on merit and in accordance with the procedure laid down at the outset
- Provide feedback to all bidders on the outcome of the process
- In accordance with best practice, ensure a standstill period before issuing contracts

All complaints will be handled in a fair and transparent manner, in accordance with the BFC's Complaints Policy.

Tenderers should note that their responses will be retained and may be inspected under audit by officers from ERDF and DCLG.