

How IBM is supporting the British Fashion Council and the 'Next-Generation' of Retail with London Fashion Week

By Kristine Long, 23rd September 2020 - We are currently living in an altered world. COVID-19 has shown the fragility of businesses across all industries, but particularly in the fashion and retail sector. Whilst many companies had been working towards a digital-first operations model, COVID-19 has been the catalyst that has accelerated this reality. More than ever, consumers require a frictionless way to experience and buy products, and to serve their individual needs.

London Fashion Week's hybrid of physical and digital experiences proves the industry's resilience, creativity, and innovation in difficult times. Now more than ever, the BFC acknowledges the necessity to look at the future of LFW and the opportunity to drive change, collaborate and innovate in ways that will establish long-term benefits, develop new sustainable business models and boost the industry's economic and social power.

'Gemma Juviler, Commercial Director, British Fashion Council said: "It is hoped that the partnership with IBM is the beginning of a long-term partnership with ambitious ideas which we are already working on behind the scenes. The BFC is excited for the future innovations we can bring to life as we continue to evolve our LFW brand."

IBM is supporting the BFC by optimising the digital London Fashion Week experience, enabling designers to showcase their stories through multimedia content and ensuring an engaging user experience for the global fashion audience.

By using IBM's experience from events such as our recent Wimbledon 2020 "The Greatest Championships" compilation, we are helping the BFC amplify their LFW website and reach, as well as supporting the next generation of brands with their own digital journeys during these challenging times.

British Fashion Designer Nabil Naya said "We've worked closely with the team at IBM iX who have always been incredibly supportive of the brand. They have helped us to realise how we could exist in the digital world and have played a huge role in advising and supporting us to shape our business strategy. In times like this, for a small emerging brand, having that level of support and belief is a real blessing and we couldn't be more grateful."

In a world, where we are being consistently digitally disrupted, businesses across all industries must embrace a continuous innovation cycle. They will need to blend strategy, technology and creativity to tackle every challenge and embrace them as new opportunities. IBM is pleased to Partner with London Fashion Week and be an integral part of their digital journey as we embrace the next era of the UK Fashion Industry.

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