

## LONDON: WORLD CENTRE FOR DESIGN, FASHION AND ARCHITECTURE

**London is a city where talent prospers, creativity is highly-valued and visionary architects and designers become household names.**

**For architects and designers, London is one of the world's most dynamic and stimulating cities. With its huge and sophisticated population, vibrant business environment and cultural diversity, London has an inexhaustible appetite for design innovation – and the prosperity to reward it generously.**

**Companies and entrepreneurs recognise the commercial importance of design, providing the backing that the best young designers need to market their talent and ideas.**

**London is an inspiring magnet for world-class architecture, fashion and design talent.**

- London's architects generate in excess of \$1.1bn revenue per annum, 36% of the UK total.
- The UK designer fashion market is recognised as world-class and is the fourth

largest in the world, worth over \$2billion.

- Two-thirds of the market is exported, mainly to the US, Japan and the major European markets.
- London is the centre of the UK fashion industry, and one of the 'big four' fashion centres alongside Milan, Paris and New York. London Fashion Week is an established international trading event.
- The annual turnover of design companies in the UK is \$20 billion.
- London is the centre of the UK design industry – of the 4,000 consultancies in the UK, 31% are based in London.

### Architecture

- London architects are famous for designing original, striking buildings that blend creativity with pragmatism. A commitment to both style and function is the city's hallmark.
- RIBA, the UK body for architecture and the architectural profession is based in London.
- Leading London-based architects include: Richard Rogers Partnership, Foster and Partners, HOK International Limited, Future Systems and Terry Farrell and Partners.

- London architects have created the Pompidou Centre in Paris, the New Reichstag in Berlin, Hong Kong Airport, the New Supreme Court in Singapore, The Hearst Headquarters in New York, and the Swiss Re Headquarters, Lloyds of London and Wembley stadium in London.
- The demand for more households is driving the residential sector, fuelled by higher divorce levels, greater second home ownership and the explosion of buy-to-let investment. The average household size in the UK has shrunk significantly over recent years to just 2.35 people per dwelling.

### Fashion

- Clothes shopping is one of the UK's favourite pastimes. Clothing accounts for almost 5% of expenditure on all UK consumer items.
- The bi-annual London Fashion Week is one of the world's most prestigious fashion showcases, comprising:
  - 55 shows or presentations over 5 days, including all the major fashion houses.
  - The London Designers' Exhibition, Europe's largest designer selling event with 170 brands.
  - Over 5,000 visitors, buyers, TV and radio crews, journalists and photographers.
- London Fashion Week has grown from 15 shows and presentations in 1994 to 55 in 2007.

- British designers heading up major fashion brands include Alexander McQueen, Stella McCartney and John Galiano.
- Key London-based fashion labels include: Aquascutum, Ted Baker, Paul Smith, Julian McDonald, Mathew Williamson and Vivienne Westwood.
- International London-based brands include Jasper Conran, Nicole Farhi, Paul Costelloe Mulberry, Jaeger, Burberry, Pringle of Scotland, Ghost, Joseph, Clements Ribeiro, Philip Treacey, Lulu Guinness and Anya Hindmarch.
- Men's tailoring is still a speciality, and designers such as Paul Smith, Gieves and Hawkes, Richard James and Oswald Boateng have an international following.

### Design

- Over a third of all the UK's design agencies are based in London and account for 50% of the design industry turnover.
- Much of London's success as a centre for design can be attributed to its ability to develop a succession of top design talent resulting in a cluster of cutting-edge designers.
- London is a world leader across creative disciplines including: design, film, animation, TV and radio, multimedia, computer and video games, publishing, advertising and the arts.
- The cultural mix and talent in London makes it the ideal place to set up a centre focusing on the innovative design of new

products.

- London's historical strength in design means that the city is particularly adept at commercializing 'creative' products, with a broad spectrum of expert support companies across every facet of the production process from product design through to manufacturing.
- Japanese car manufacturer Nissan Motor Company has established a new design centre in London. Nissan Design Europe began operations in 2003 and is one of the six worldwide studios in Nissan's global design network. Around 40 international designers, model makers and support staff work in the new Paddington-based, studio on the development of concepts and designs for the next generation of Nissan cars.

#### London talent

- London workers combine technical skill with creative vision, nurtured by a strong domestic creative industry and world-class academic institutions.
- There are over 100,000 people employed in the fashion industry in London.
- There are 55,600 people working in architecture in London.
- An estimated 7,000 people work in London design consultancies.
- London is a world-renowned centre for design education, with over 19,000 students studying art and design every year.
- London university alumni include: John

Galliano, Alexander McQueen and Stella McCartney from the world of fashion, Jonathan Ive, designer of Apple's iMac & iPod, and artists such as Francis Bacon, Lucian Freud and Frank Auerbach.

- The London College of Fashion is the only specialist fashion college in the UK, with a strong reputation for design, consultancy and research.
- The University of the Arts is Europe's largest education centre for art, communication, design and related technologies, comprising five of the world's most respected brands:
  - Camberwell College of Arts;
  - Central Saint Martin's College of Art and Design;
  - Chelsea College of Art and Design;
  - London College of Fashion;
  - London College of Communication.
- Central Saint Martin's College of Art and Design is most famous for its fashion, but its distinguished reputation extends to fine art, fashion and textiles, graphics and communication, product design, theatre and performance and interdisciplinary art and design.
- The Royal College of Art is the world's only postgraduate art and design university. 100 staff teach over 850 students, all the staff are distinguished artists, designers and writers.
- Set within University College London, the Bartlett is the largest interdisciplinary faculty

of the built environment in the UK. The Bartlett is the only university department in the UK to offer an integrated teaching and research programme of architecture, building, development planning, environmental design and planning. This has attracted a large graduate population of some 650 students and a multi-million pound portfolio of funded cross-disciplinary research.

#### Business support

- The UK is particularly adept at commercialising 'creative' products, with a broad range of world-class service companies with expertise in product design; manufacturing; logistics and supply-chain management; intellectual property; and marketing.
- The Centre for Fashion Enterprise, established by the Design Council and based at the London Fashion College, provides support to fledgling fashion businesses.
- The London-based Royal Institute of British Architects (RIBA), is one of the most influential architectural institutions in the world and has been successfully promoting architecture and architects since 1837.
- Headquartered in London and founded in 1962, British Design and Art Direction is a professional association representing the UK's thriving design and advertising communities.
- The British Design Council is also located in central London. The Design Council

makes sure business, education and government understand the importance and effectiveness of design.

#### London property

- London offers a wide range of property options, from state-of-the-art serviced offices and large-footprint warehouses to campus-style business parks and smaller central workshops.
- Design industry clusters are found in Clerkenwell (Architecture) Soho, Shoreditch and Hoxton. Many fashion designers are based in Bond Street / Mayfair, Knightsbridge and Notting Hill. Kings Cross is also an emerging cluster for design in London.

#### Regulatory environment

- Procurement rules are harmonised in the European Union so there are no barriers in the tendering and competition for projects.
- The UK has some of the most respected and developed law protecting Intellectual Property and trademarks.

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