

British Fashion Council
Fora
33 Broadwick Street
Soho
London
W1F 0DQ

Dear [REDACTED]

Agreement for DIT Support for the British Fashion Council (BFC) February 2022

This award letter and agreement set out the terms of the agreement between The Department for International Trade (DIT) as The Customer and the British Fashion Council (BFC) as The Contractor for the provision of The Services.

For the purposes of the Agreement, the Customer and the Contractor agree as follows:

1. The charges for the Services shall be set out in Appendix 1 of the Agreement.
2. The Specification of the Services shall be set out in Appendix 1 of the Agreement.
3. The Term shall take retrospective from 18-22 February 2022.
4. The addresses for notice of the Parties are:

Customer

Department for International Trade
Old Admiralty Building
Admiralty Place, Whitehall
London
SW1A 2DY
Attention: [REDACTED]

Email: [REDACTED]

Contractor

British Fashion Council
Fora
33 Broadwick Street, Soho
London
W1F 0DQ
Attention: [REDACTED]

Email: [REDACTED]

5. The following persons are key personnel for the purposes of the Agreement:

Payment

All invoices should be sent, quoting a valid purchase order number, to:

Department for International Trade
c/o UK SBS, Queensway House
West Precinct



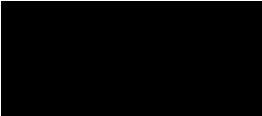
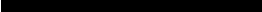
Billingham
TS23 2NF

Liaison


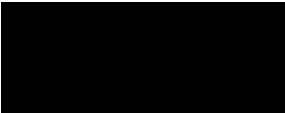
For general liaison, your contact will be Juliet Gilbert.

We accept the terms set out in this letter and the Agreement.

Signed for and on behalf of the British Fashion Council


Name: 
Job Title: Senior Government Relations Manager
Signature: 
Date: 
1/8/2022

Signed for and on behalf of the Department for International Trade

Name: 
Job Title: Head of Commercial
Signature: 
Date:
29/7/2022

Appendix 1

International Guest Programme

London Fashion Week, 18th – 22nd February 2022

The Services

- The funding will support the International Guest Programme at London Fashion Week, targeting key international press and buyers in 10 markets (Canada, Germany, France, Italy, Japan (Paris Office), Luxembourg, Russia, Sweden, UAE, USA).
- The support given will boost international export sales on schedule designers at LFW, both via digital content and through physical activations.

The BFC will provide:

- Full details of all UK designer businesses at LFW. Details will be filled in and submitted to DIT on their CDMS.
- A list of international stores and markets on the IGP in advance.
- DIT will be acknowledged to buyers via the letters that are sent to buyers ahead of each event.
- The BFC will continue to partner with DIT to promote DIT support as detailed in previous years, including listing support on the platform and use of the DIT logo.
- Marketing content to be shared in advance so embassies can promote through comms channels
- Export Win data by market from Buyers

Budget

International Guest Programme	
International PR	
International in-market Specialists to lead IGP. Anna Orsini (tendered specialist to provide international expertise), Nana Suzuki and Oiko Nomos for translation services to buyers.	

Accommodation for VIP press & buyers			