



ROYAL ACADEMY OF ARTS TAKES PART IN BICESTER VILLAGE'S FIFTH ANNUAL BRITISH DESIGNERS' COLLECTIVE BOUTIQUE IN PARTNERSHIP WITH THE BRITISH FASHION COUNCIL

For the first time the Royal Academy of Arts will feature work by artists from RA Editions at the British Designers' Collective at Bicester Village from 21 May – 17 August 2014. Now in its fifth year, the Collective teams up with the British Fashion Council to showcase rising design talent in a dedicated pop-up boutique.

The British Designers' Collective provides emerging British designers with a unique opportunity to sell their work alongside internationally renowned luxury brands in Bicester Village. This year, the Collective will collaborate with the Keeper's House at the Royal Academy of Arts, which serves as the inspiration behind this year's boutique. The Keeper's House is a renovated nineteenth-century townhouse and is the Royal Academy's new home for artists and art lovers.

The partnership will see a number of limited edition prints by current Royal Academicians Grayson Perry, Eileen Cooper, Stephen Chambers, Richard Wilson, Peter Freeth, Gary Hume and Bill Jacklin, as well as prints by artists Vanessa Jackson, Ha Young Kim, Jane Harris and Pio Abad, exhibited alongside the work of young fashion designers in the boutique.

Visitors will have the chance to discover must-have pieces from some of the most exciting up-and-coming names in British fashion from a stellar line up of designers curated by brand advisor and retail consultant Yasmin Sewell.

Following on from their success at last year's British Designers' Collective boutique, Bicester Village will welcome back House of Holland, Lulu & Co, J.W. Anderson, Richard Nicoll, Mary Katrantzou, Lucas Nascimento, Jonathan Saunders, Peter Pilotto and Roksanda Ilincic. This year's celebration of British fashion talent will also introduce Michael van der Ham, Marques'Almeida, Bionda Castana and Ryan Lo to the discerning guests of Bicester Village as part of the 2014 British Designers' Collective boutique.

“For five years Bicester Village has proudly partnered with the British Fashion Council on the British Designers' Collective to support and nurture young design talent. This year, we are excited to be collaborating with another advocate of emerging and established talents: The Royal Academy of Arts. This partnership will not only provide a platform for gifted young designers and artists to showcase their work to an international audience, but will give our guests a taste of the incredible creative homegrown talent.” Desirée Bollier, Chief Executive – Value Retail Management

About the Keeper's House at the Royal Academy of Arts

In September 2013, the Keeper's House opened to the public following a major redevelopment, transforming facilities for visitors and supporters. The project has been led by award-winning

architects Long & Kentish, with interiors designed by David Chipperfield Architects and the garden designed by leading landscape designer Tom Stuart-Smith, while the catering is managed by the renowned restaurateur Oliver Peyton. Works of art by Royal Academicians, including Grayson Perry, Tracey Emin and Michael Craig Martin, and from the Royal Academy Collection are on display throughout the building. The space includes a new restaurant, cocktail bar, garden and refurbished lounges. To find out more, please visit www.keepershouse.org.uk

About the Royal Academy Schools

The Schools have been an integral part of the Royal Academy of Arts since its foundation in 1768. Past students of the RA Schools include JMW Turner, William Blake and John Constable. More recent alumni include John Hoyland, Anthony Caro, Paul Huxley, Richard Hamilton, Matthew Darbyshire, Rachael Champion, Toby Christian, Lynette Yiadom-Boakye, nominated for the 2013 Turner Prize, Lucy Williams, Catherine Story, Prem Sahib and Eddie Peake.

The limited edition prints on display at the British Designers' Collective Boutique are produced in the RA Schools workshops by RA Editions and will be available to purchase. RA Editions sells original, contemporary, limited edition prints by Royal Academicians, graduates and associates of the Royal Academy Schools. All proceeds from the sales of these prints will go directly towards the Schools' endowment fund directly supporting its students, the next generation of emerging artists. For more information visit www.royalacademy.org.uk/raeditions

About Bicester Village

Bicester Village, one of the *Chic Outlet Shopping*[®] Villages by Value Retail, is located just 60 minutes from both London and Birmingham, and offers the UK's leading luxury outlet shopping experience. With more than 130 outlet boutiques providing fashion and luxuries for the home, Bicester Village offers the previous seasons' collections of a unique selection of British and international brands with savings of up to 60% on the recommended retail price, seven days a week and all year round. Bally, Diane von Furstenberg, Missoni, Tory Burch and Yves Saint Laurent are just a few of the international brands present, as well as boutiques of British designers including Anya Hindmarch, Temperley London, Matthew Williamson, Smythson and Vivienne Westwood. A suite of services includes the Shopping Express[®], the daily coach service from London; an award-winning Tourist Information Centre; a children's play area, valet parking, a Shopping Collection Service, and personal shopping. With a selection of restaurants and cafés, the Village has become a destination for visitors seeking a superior shopping experience and an enjoyable day out. To find out more, please visit www.bicestervillage.com

About the British Fashion Council

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Creative Britain and Creative London. The BFC Colleges Council offers support to students through its MA Scholarship, and links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC Talent Launch Pad; BFC Fash/On Film sponsored by River Island; BFC Headonism; BFC Rock Vault; BFC/Vogue Designer Fashion Fund; BFC/GQ Designer Menswear Fund, Estethica; Fashion Forward supported by the Mayor of London; NEWGEN

sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, London Collections: Men, LONDON show ROOMS, the BFC/Bazaar Fashion Arts Foundation, International Fashion Showcase and the annual celebration of excellence in the fashion industry: the British Fashion Awards.

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