

PRESS RELEASE

SMART WORKS AND COVENT GARDEN LAUNCH A CHARITY LONDON FASHION WEEK POP-UP SHOP, SUPPORTING UNEMPLOYED WOMEN ACROSS THE UK

1st September 2022

- *Smart Works, Covent Garden and the British Fashion Council have partnered to bring an exclusive retail pop-up shop to Floral Street, open from 9th - 25th September 2022*
- *The store will sell pieces from over 30 fashion and beauty brands, including Ganni, Rixo, Theory, The Outnet, Rejina Pyo, Frame, Bobbi Brown and more for up to 70% off RRP*
- *100% of proceeds will go directly to Smart Works, supporting women with the clothing and coaching to help them succeed at interview and transform their lives*
- *The boutique will be part of the British Fashion Council's London Fashion Week presented by Clearpay 'City Wide Celebration' showcasing inclusivity and sustainability in the fashion industry*

This September, Covent Garden is partnering with UK charity Smart Works and the British Fashion Council (BFC) to bring every fashion and beauty lovers' dream boutique to 20 Floral Street. The 'Smart Works Shop with Covent Garden' pop-up will stock over 30 of the most exciting fashion brands at an exclusive discounted price, with **100% of proceeds going directly to Smart Works**. Smart Works is a charity that exists to give unemployed women the confidence they need to reach their full potential ahead of interview, secure employment and achieve financial independence.

The roster of brands being sold within the Smart Works shop with Covent Garden include **Ganni; Rixo; Theory; The Outnet; Baukjen; Rejina Pyo; Sisterhood; Frame; Maje; OMNES; Hunter; By Far; Elizabeth Scarlett; Young British Designers; Rae Feather; Home of Hai; Really Wild Clothing; Lisou; Seraphina; Dilli Grey; Pink City Prints; Paradise Row London; Lexy London; Usisi Sister; Rainbowwave PR; Phoebe Grace and People Tree**. Watches from **Olivia Burton, Tommy Hilfiger, Emporio Armani and Michael Kors** will also be available via Covent Garden favourite **Bucherer**. **Bobbi Brown** will be the beauty partner at the event with products and demonstrations to take place.

The pieces provided from each brand from their current and recent collections will be available at between 50 - 70% RRP. Shoppers who spend over £75 at the pop-up will also be treated to a 'Smart Works x Covent Garden token of thanks' which can be exchanged for a complimentary beverage when dining at **Lilly's Café** located at **3 Henrietta**.

The BFC, an existing partner of Smart Works, will be taking part in the pop-up as a supporting partner, recognising Covent Garden's role as a patron of the BFC, and their existing partnership with Smart Works. The partnership with the BFC will see young British designers donate pieces to the pop-up and will be a key element of the BFC's *City Wide Celebration* for London Fashion Week (LFW) September 2022 presented by Clearpay, taking place from 16th to 20th September across the city. The *City Wide Celebration* is a curated programme of unique experiences which are open to the public over LFW, with events including Q&A's with designers, workshops around the education of sustainability, live music performances and limited edition product drops. Covent Garden events within the '*City Wide Celebration*' include **Penhaligon's** hosting fragrance masterclasses, **Joseph Cheaney & Sons** showing customers the care process for their shoes as well as DJs and gifts in store at **KICK GAME, Strathberry, Lacoste, Monica Vinader, For Arts Sake, The Alkemistry** and many more.

Smart Works has eight centres across the UK where it provides personalised styling sessions as well as one-to-one interview advice. The charity uses the power of the clothes and coaching to empower women to find confidence and reach their full potential ahead of interviews. 72% of women who visit Smart Works go on to get a job within a month, and in the last 8 years it has supported over 20,000 women. The charity has previously hosted two pop up stores across the UK.

Kate Stephens, CEO of Smart Works said: “At Smart Works, we are passionate believers in Fashion as a Force for Good. That is why we are so thrilled to be partnering with Covent Garden and the British Fashion Council to host a pop-up shop during London Fashion Week. Thank you to the generosity of some amazing brands, 100% of the proceeds from the Smart Works shop will help transform the lives of unemployed women across the UK. As we face into the devastating impact of the cost-of-living crisis, this couldn't be more timely or important.”

Michelle McGrath, Executive Director Capco Covent Garden said: “We're delighted to bring together so many much-loved fashion brands for this unique pop up boutique in the heart of Covent Garden as part of London Fashion Week. As patrons of the British Fashion Council, we believe in the positive impact that the fashion industry can have, and supporting Smart Works and their important work is a fantastic example of the industry coming together to help others.”

Caroline Rush, Founder and Chief Executive of the British Fashion Council said: “We are delighted to support the Smart Works pop up in Covent Garden as part of our City Wide Celebration which will be live throughout London Fashion Week. The British Fashion Council as part of the Institute of Positive Fashion is focused on sustainability and creating a blueprint for a Circular Fashion Ecosystem that will deliver significant environmental, commercial and societal benefits. As part of this change programme, we look at reducing the volume of new physical clothes so it's great to see that as part of this partnership clothes are given second life via the boutique.”

Visitors looking to continue to shop are spoilt for choice by the carefully curated boutiques throughout Covent Garden including **Paul Smith, Bucherer, Polo Ralph Lauren, Mulberry, KICKGAME, Vashi, Arc'teryx, Lacoste, Sandro, Strathberry, Tiffany & Co., ba&sh, A.P.C, Free People** and more. Covent Garden is also home to a number of flagship beauty boutiques including **Dior, Chanel, Glossier, Tom Ford, Jo Malone, Charlotte Tilbury, and Aesop**. Visitors can finish the day with dinner at choices of global and independent restaurants offering outdoor dining including **Sushisamba, Ave Mario, The Oystermen, Balthazar, La Goccia, Frenchie, Cora Pearl, Mariage Frères, La Goccia, Petersham Nurseries** and more.

For further information on new openings, experiences, shopping and dining visit [Coventgarden.london](https://www.coventgarden.london)

-Ends-

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Capco Covent Garden:

Covent Garden is a leading retail and dining destination and is one of the most vibrant estates in the heart of central London. The area is home to a wide variety of British, global and independent brands including Chanel, Tom Ford, Tag Heuer, Vashi, Glossier, Peloton, Ave Mario, Balthazar and SUSHISAMBA, with upcoming openings from Tudor and the Experimental Group. www.coventgarden.london

Capital & Counties Properties PLC (“Capco”):

Capital & Counties Properties PLC is one of the largest listed property investment companies in central London and is a constituent of the FTSE-250 Index. Capco's landmark estate at Covent Garden was valued at £1.8 billion (as of 30th June 2022) where its ownership comprises over 1.1 million square feet of lettable space. As of the date hereof, Capco owns a 25.2 per cent shareholding in Shaftesbury PLC. Capco shares are listed on the London Stock Exchange and the Johannesburg Stock Exchange. www.capitalandcounties.com

About Smart Works:

Smart Works is a dynamic, high profile and fast-growing UK charity that dresses and coaches unemployed women for success at their job interview. We empower each woman by giving her the clothes and the confidence she needs to succeed.

After visiting Smart Works, 72% secure a job within a month, gaining financial independence and transforming their lives.

The Smart Works service is delivered in London, Manchester, Edinburgh, Birmingham, Newcastle, Reading and Leeds. Over the past eight years, Smart Works has helped over 20,000 women. It is our mission that any woman who needs our service should be able to find her way to a Smart Works centre.

In April 2022, Smart Works launched a new Three-Year Plan that will see the charity double the number of women helped annually from 5,000 to 10,000 women a year. To achieve this, we will grow our existing centres and open centres in new areas. These new centres will be in areas of need, including South London, Glasgow, and Liverpool.

Smart Works has been voted Social Action Charity of the Year.

About British Fashion Council:

The British Fashion Council (BFC) is a not-for-profit organisation set up in 1983 with the role to strengthen British fashion in the global economy as a leader in responsible, creative businesses. It does this through championing diversity and building and inviting the industry to actively participate in a

network to accelerate a successful circular fashion economy. The BFC promotes British fashion internationally and does so through fashion weeks, exhibitions and showcasing events. The BFC helps British designer businesses develop their profile and business globally and supports fashion talent beginning at college level, extending to talent identification, business support and showcasing schemes. The BFC Foundation (Registered Charity Number: 11852152) was created in 2019 for charitable purposes and grant giving; attracting, developing, and retaining talent through education and business mentoring. In its first three years, the BFC Foundation received total donations in excess of £8m. This includes £2.9m of donations that were transferred by the BFC's legacy charities, BFCVDFD Ltd and the BFC Education Foundation. The BFC Foundation offers support to designers through four talent identification and business support schemes: BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Fashion Fund, BFC NEWGEN and the BFC Fashion Trust. With the support of the BFC Colleges Council, the BFC Foundation offers BA and MA scholarships to students, as well as links with industry through design competitions and Graduate Preview Day. In 2020, the BFC launched the Institute of Positive Fashion (IPF), with the aim to help the British fashion industry lead in the goal to be more resilient and circular through global collaboration and local action.

The BFC showcasing initiatives and events include London Fashion Week Presented by Clearpay taking place every February, June and September; LONDON show ROOMS and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.

For more information visit: britishfashioncouncil.co.uk / londonfashionweek.co.uk / instituteofpositivefashion.com

About Institute of Positive Fashion:

The Institute of Positive Fashion (IPF) helps the British fashion industry lead in the goal to be more resilient and circular through global collaboration and local action.

Leveraging global expertise and resources we will adopt standards, develop, and establish frameworks, to reset and create a new blueprint for the industry. Through identifying key industry challenges, we call for collective action and investment in innovation to drive change at pace and scale. We are aligning our industry with the needs of our planet by taking an holistic approach across environment, people, community & craftsmanship.

The IPF aims to avoid duplication, highlighting available resources and gaps, focusing on disseminating information, and convene cross-sector stakeholders to assess collective challenges and collaborate on action.

Established by the British Fashion Council, led by a steering committee of industry experts, supported by advisory groups comprising industry, government and academia.

The British Fashion Council thanks the steering committee for their time and expertise in the ongoing development of the Institute of Positive Fashion.

The role of the steering committee is to share and identify both individual and institutional expertise to inform strategy and participate in collective action.