



PRESS RELEASE STRICTLY EMBARGOED UNTIL 10AM GMT WEDNESDAY 10TH FEBRUARY

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CELEBRATE LONDON FASHION WEEK WITH OCEAN OUTDOOR

London Fashion Week (LFW) will be screened to more than **35million people across the country** this February. In a collaboration with Ocean, the British Fashion Council (BFC) will be showing LFW footage on **60 outside screens** across the United Kingdom, running from 15th - 23rd February, 2016. For the first time LFW will be screened in **Birmingham, Bristol, Edinburgh, Glasgow, Leeds, Liverpool, Manchester and Newcastle** as well as around London at **Canary Wharf, Holland Park roundabout, Two Towers West** (on the A4/M4 between London and Heathrow) and **Westfield**.

In the run up to LFW the screens will play footage from SS16 celebrating the talent and breadth of designer businesses and during LFW through daily round ups of the shows and presentations.

Caroline Rush CBE, CEO, British Fashion Council said, *'Collaborating with Ocean Outdoor means that we are able to bring British talent and London Fashion Week to more people than ever before. At a time when many conversations are taking place around connecting fashion weeks with consumers, this is a perfect opportunity to reach both new and existing fashion fans throughout the UK.'*

Ocean CEO Tim Bleakley said *'Our partnership with the British Fashion Council builds on previous London Fashion Week innovations which allowed us to present the UK's first shoppable billboard in association with Twitter and Topshop and broadcast the AW15 Hunter Original London Fashion Week show across The Grid. This new venture amplifies the attention afforded by London Fashion Week, allowing designers and brands to reach significantly wider audiences across the Ocean portfolio.'*

As well as the collaboration with Ocean Outdoor the BFC today announces a public programme of events that will run alongside London Fashion Week.

LONDON FASHION WEEKEND

This season Emilia Wickstead, Holly Fulton, Mary Katrantzou and Temperley London will present their SS16 collections at London Fashion Weekend, the bi-annual consumer event taking place at the Saatchi Gallery across the four days. Alongside shopping opportunities from over 150 brands there will also be a talk series featuring fashion designers Charlotte Dellal of Charlotte Olympia, Emilia Wickstead, Katharine Hamnett, Nicholas Kirkwood and Pam Hogg; celebrity stylist William Baker; singer-songwriter and record producer, Róisín Murphy; and founder of Premier Models, Carole White. For more information and to buy tickets visit: londonfashionweekend.co.uk.

INTERNATIONAL FASHION SHOWCASE

The British Council and the British Fashion Council will present work by emerging fashion designers from 24 countries in an exhibition entitled 'Fashion Utopias' at Somerset House. The exhibition is the fifth edition of the annual International Fashion Showcase (IFS) and is open to the public throughout London Fashion Week. For more information and to register for free admission visit: design.britishcouncil.org/projects/ifs/ifs-2016.

THE LFW DAILY

The Daily is London Fashion Week's very own pop-up broadsheet; 50,000 copies are distributed each day at LFW around London. Past contributors and writers have included Alexandra Fury, Julie Verhoeven, Sarah Bailey, Sarah Mower MBE, Susie Lau, Tamsin Blanchard and Tanya Ling. For more information and fashion week updates visit: lfordaily.com.

AROUND LONDON AND THE UK

Sunglass Hut Pop-Up at LFW: Visit Sunglass Hut at Lights of Soho on Brewer Street to find the perfect sunglasses hot off the catwalk and get social with its #DiveIntoFashion photobooth. Sunglass Hut offers the chance for customers to personalise their very own sunglass case, designed by House of Holland, Julie Verhoeven & Kate Moross. Sunglass Hut have also worked with the BFC and House of Holland to create the Official LFW Tote Bag, available for consumers only at Sunglass Hut. The bag is available with any purchase in-store and online.

Win tickets to LFW with Sunglass Hut: Sunglass Hut has also partnered with seven London tastemakers - Alex Brownsell, Angela Scanlon, Bella Howard, Chelsea Leyland, Dua Lipa, Phoebe Collings James and Sharmadean Reid - to give consumers an insight into the world of London Fashion Week. Between 8th and 14th February visit one of seven London Sunglass Hut stores for the chance to win tickets to LFW. Full details on sunglasshut.com/uk.

London Fashion Week Talk Series Presented by American Express: This season's LFW Talk Series is open to the public and features interviews with some of fashion's biggest names including Gareth Pugh, Luis Venegas and Sølve Sundsbø at the Century Club. Tickets will go live on Billetto soon.

Live Streaming at LFW: The BFC will once again be live streaming the LFW catwalk shows. To watch please visit: londonfashionweek.com/live and click here for the show schedule: londonfashionweek.com/schedule.

Topshop's NEWGEN podcast: Each of this season's NEWGEN designers will talk through their collections and inspirations for this season in a podcast created by Topshop. The podcast will be available to listen to at the NEWGEN installation in the Designer Showrooms at Brewer Street Car Park and also available for the public to listen to online at the Topshop LFW hub: topshop.com/lfw.

The May Fair LFW Afternoon Tea: The May Fair hotel will be celebrating London Fashion Week with a new cocktail collection which will be on sale at the May Fair Bar from 19th - 29th February and an afternoon tea at the May Fair Kitchen priced between £35 and £45 per person. For more information visit: themayfairhotel.co.uk.

Tattoo London, The Museum of London: The Museum of London is holding a free exhibition on tattooing in London's long and rich history. The exhibition is part of the yearlong celebration of #PunkLondon. For more information visit: museumoflondon.org.uk.

Hix LFW Menu: HIX Soho will be serving breakfast from 7am throughout London Fashion Week, with a menu of pastries, tarts and hot dishes to choose from. For one week only they will be offering an exclusive Champagne Afternoon Tea daily from 2pm – 5pm, with a delectable selection of sweet and savoury treats.

Fashion to dye for - a colourful history of Killerton's dress collection: The National Trust will be holding an exhibition at Killerton House in Devon looking at the origins, status and function of colours and dyes and featuring pieces from a 1950's red silk gown said to have belonged to Princess Margaret to 1970's blue denim jackets and flares. The exhibition opens on the second day of LFW, for more information visit: nationaltrust.org.uk/killerton.

Avedon Warhol at the Gagolian Gallery: Iconic images by both Andy Warhol and Richard Avedon will go on show in the first major pairing of two of the most significant artists of the 20th century. For more information visit: gagolian.com/exhibitions.

M&S & Alexa Chung collaboration: Alexa Chung has worked with Marks & Spencer to bring together a carefully curated collection bringing M&S archive pieces back to life. The 31 piece collection will be previewed at LFW and will then be available in selected stores in April and online at marksandspencer.com.

Fashion Rules: Restyled: The new exhibition at Kensington Palace, opening on 11th February, features royal-owned couture pieces from Bruce Oldfield, Catherine Walker, Hardy Amies and Norman Hartnell. For more information visit: www.hrp.org.uk/kensington-palace

Harris Tweed From The Land: Cumbrian landscape photographer Ian Lawson and The Harris Tweed Authority have come together to create this new exhibition at the Rheged Centre in Cumbria. The images are of the Scottish Outer Hebrides, the remote and romantic home of the world-famous Harris Tweed cloth.

Zoolander 2: The sequel to the American comedy hit, Zoolander, makes its worldwide premier on 12th February.

- ENDS -

londonfashionweek.com

#LFW

Twitter: [@londonfashionwk](https://twitter.com/londonfashionwk)

Instagram: [@britishfashioncouncil](https://www.instagram.com/britishfashioncouncil)

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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 Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund supported by Vertu; BFC/Vogue Designer Fashion Fund; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. The British Fashion Council supports Boden's Future British initiative. Showcasing initiatives and events include London Fashion Week, London Collections Men, LONDON show ROOMS, the BFC Fashion Arts Foundation, International Fashion Showcase, London Fashion Weekend and the annual celebration of excellence in the fashion industry: the British Fashion Awards.