

PRESS RELEASE
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DESIGNER SHOWROOMS AT LONDON FASHION WEEK FEBRUARY 2016

The British Fashion Council (BFC) announces the womenswear designers who will showcase AW16 collections in the Designer Showrooms at Brewer Street Car Park from 19th - 23rd February 2016. This season's showrooms include ready-to-wear, footwear, jewellery, bags and multi-label showrooms.

NEW DESIGNERS THIS SEASON

This season 45 designers will show their collections in the Designer Showrooms for the first time. Highlights include:

Knitwear designers such as **Caitlin Charles-Jones**, who was tipped as one of Vogue Talents' 'Ones to Watch', and is a part of Boden's Future British scheme in partnership with the BFC; **Yakshi Malhotra** which uses domestic machines and artisanal techniques to create interesting textures; **Laura Theiss** which adapts knitwear techniques to produce intricate pieces; **Sabina**, which employs crochet alongside other traditional cloth-making techniques.

Tailoring can be seen at **Teija** which uses highly specialised fabrics from Europe and Japan; Alexander McQueen alumnus **Samuel Dougal** previously worked on one-off red-carpet pieces and this season shows a full collection at the Designer Showrooms; Rok Hwang, formerly a ready-to-wear designer at Celine and winner of the 2010 MA Womenswear prize at Central Saint Martins, will show his own line, **ROKH**.

NATALIEBCOLEMAN works with sequinned applique and printed fabric; **Tommy Zhong** develops all of its fabrics in-house, with an emphasis on hand finish; **Leanne Claxton** who trained under Christian Lacroix, digitally transforms her oil paintings into the screen prints used in her scarf collection.

New footwear designers include **No. 288**, whose trainers fuse the classic with the avant-garde; and **Ellis White**, which focuses on material innovation and experimental production processes.

BFC INITIATIVES

The BFC's talent identification scheme NEWGEN sponsored by Topshop will have an installation in the showrooms, alongside a pop-up showroom for this season's NEWGEN designers: **Ashley Williams, Claire Barrow, Danielle Romeril, Faustine Steinmetz, Marta Jakubowski, Molly Goddard, Ryan Lo** and **Sadie Williams**. The NEWGEN committee has also selected **Roberta Einer** as 'One-To-Watch' for this season; she will also present an installation in the Designer Showrooms. For the full pop-up schedule visit: londonfashionweek.com/events.

Headonism, the BFC's millinery initiative, will showcase collections from **Emma Yeo, Harvy Santos, Keely Hunter** and **Sophie Beale** in a space co-curated by Stephen Jones OBE.

Rock Vault, the BFC's fine jewellery initiative, will present **Ana De Costa, Beth Gilmour, COMPLETEDWORKS, Jacqueline Cullen, Lily Kamper, Ornella Iannuzzi, Rachel Boston, Ruifier, Shimell and Madden** and **Yunus & Eliza** in a space co-curated by Stephen Webster MBE.

RETURNING BRANDS

Established brands returning to the showrooms this season include Boden's Future British recipient **Camilla Elphick** as well as **Eudon Choi**, **Fleet Ilya**, **Fyodor Golan**, **Georgia Hardinge**, **Holly Fulton**, **Loxley England**, **Phoebe Coleman**, **Stephen Jones Millinery**, **William Chambers Millinery** and **Zoë Jordan**.

BREWER STREET CAR PARK

Brewer Street Car Park will play host to a number of pop-up spaces for press, buyers and guests of London Fashion Week. **Sunglass Hut** is offering accredited guests the chance to personalise their London Fashion Week tote bag designed by House of Holland, and receive their very own customised sunglass case. The first floor sees the **Press and Buyers Lounge brought to you by American Express x The Store**, provide a working area, wi-fi and refreshments to all accredited guests. Also be sure to look out for the **Amex Insiders**, the onsite concierge service around London Fashion Week. Following last season's success, the **HIX Café**, the pop up restaurant of Brewer Street Car Park by Mark Hix, will serve a unique menu designed exclusively for London Fashion Week with deli classics, healthy salads, snacks and **Lavazza** coffee. Guests can also visit the **Maybelline New York Lounge** for expert tutorials and make-up refreshes. On-site salon from **TONI&GUY** with **label.m** will provide a space where guests can relax and enjoy a complementary restyle, cut and blow-dry or hair-up service. For up-to-the-minute information on shows and schedules, the **Swatch** Timeline on the first floor will be on hand to answer any questions or queries.

This season, London Fashion Week will continue working with womenswear trade show, **Scoop London** to allow buyers from each event to use their passes and business cards to access both showrooms. A complimentary bus will take buyers between both venues; the Brewer Street Car Park in Soho and the Saatchi Gallery on King's Road where Scoop will take place. For more information please visit: www.scoop-international.com.

- ENDS -

For press and sales contact details for all designers please visit londonfashionweek.com/designers. Make sure to pick up a copy of the Preview Paper on site at LFW.

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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.