

**PRESS RELEASE**  
25<sup>TH</sup> AUGUST 2016

## **DESIGNER SHOWROOMS AT LONDON FASHION WEEK SEPTEMBER 2016**

The British Fashion Council (BFC) celebrates the designers who will showcase their latest collections in the Designer Showrooms at Brewer Street Car Park from 16<sup>th</sup> – 20<sup>th</sup> September. This season's showrooms include accessories, bags, footwear, jewellery, multi-label showrooms and ready-to-wear.

### **EVENTS IN THE DESIGNER SHOWROOMS**

This season over 150 designers will showcase new collections in the Designer Showroom; the strong diversity in backgrounds and homes of this season's line-up illustrates more than ever that London is truly open for business on the global market. The showroom space, designed by David Collins Studio, is at the heart of London Fashion Week (LFW) and will be host to a number of exciting events this season:

Friday will see the official launch of London Fashion Week September 2016 at the Designer Showrooms Private View, a chance to preview the designers in the Designer Showrooms before everything kicks off.

On Monday Stephen Jones OBE and Stephen Webster MBE will present the new line up of the BFC's **Headonism** and **Rock Vault** initiatives. [Laura Apsit Livens](#) and [The Season Hats](#) join the existing Headonism milliners while [DAOU](#) and [Frances Wadsworth Jones](#) join the fine jewellers of Rock Vault.

Headonism will showcase collections from [Harvy Santos](#), Laura Apsit Livens, [Sophie Beale Millinery](#) and The Season Hats in a space co-curated by Stephen Jones OBE.

Rock Vault will present [Completedworks](#), DAOU, Frances Wadsworth Jones, [Lily Kamper](#), [Rachel Boston](#) and [Shimell and Madden](#) in a space co-curated by Stephen Webster MBE.

BFC Ambassador for Emerging Talent Sarah Mower MBE is hosting a celebration of this season's **NEWGEN** sponsored by Topshop designers on Tuesday at 3pm. Newcomer [Paula Knorr](#) joins [Ashley Williams](#), [Faustine Steinmetz](#), [Marta Jakubowski](#), [Molly Goddard](#), [Ryan LO](#) and [Sadie Williams](#) for 2016/2017. The designers will have an installation in the showrooms where guests can view their collections up-close once they have debuted, alongside a pop-up showroom where press and buyers can make appointments. This season each of the NEWGEN designers have created sew-on patches in order to raise funds for Topshop's charity [Lady Garden](#), and master embroiderers [Hand & Lock](#) will be on hand to customise your clothing. For the full pop-up schedule visit: [londonfashionweek.com/events](http://londonfashionweek.com/events).

Boden's **Future British** initiative in partnership with the BFC will also be showcasing the work of its designers this season, with a dedicated space showing the collections of [Blake LDN](#), [Bruta](#), [Caitlin Charles-Jones](#), [Camilla Elphick](#), and [Le Kilt](#). On Friday they will celebrate these designers with a drinks reception.

### **SHOWROOM BRANDS ON SCHEDULE**

This season a number of brands in the Designer Showrooms are also on the official Show Schedule, including all of the NEWGEN designers and [Edeline Lee](#), [Paul Costelloe](#), [steventai](#), [Stephen Jones](#) and [Teatum Jones](#). Don't miss the opportunity to view their latest collections up close.

## NEW BRANDS

Additional brands showing in the showrooms for the first time this season include: **accessories:** [Bella Singleton](#), [Black Eyewear](#), [Ejing Zhang](#), [Emily Carter](#), [Ennigaldi](#), [Esin Akan](#), [HEIO](#), [James Ganh](#), [Katrine Kristensen](#), [Laura Kinsella](#), [Monokel Eyewear](#), [OKHTEIN](#), [Sammie Jo Coxon](#), [Sandqvist](#), [SEVDA LONDON](#), [Spanner & Wingnut](#), [TRUSS](#), [Taylor Morris](#), [Tuza](#), [Vassi8](#) and [Yuzefi](#); **footwear:** [A. Andreassen](#), [i'alave](#), [Ganor Dominic](#), [Kyma](#) and [PORTHIA](#) and **ready-to-wear:** [Bethnals](#), [bpb](#), [Crystalline](#), [Edwin](#), [Emma Charles](#), [Julia Seemann](#), [LIE](#), [KELE](#), [Meng](#), [Nasty Habit](#), [natargeorgiou](#), [Pinghe](#), [Rae Feather](#), [Seren London](#), [Xiao Li](#) and [Zayan The Label](#).

## BREWER STREET CAR PARK

Alongside the Designer Showrooms and the BFC Show Space, Brewer Street Car Park will play host to a number of pop-up spaces for press, buyers and guests of London Fashion Week. On the second floor **Sunglass Hut** will host a display of the latest eyewear must-haves on a revolving 'runway' of sunglasses, and are also offering guests the chance to personalise their official London Fashion Week tote bag at a customisation station. On the first floor you will find an exhibition of travel and fashion-inspired imagery hosted by **Ethiad Airways**. In the Designer Showrooms **Maybelline New York** will be offering expert lip demonstrations as well as make-up touch-ups and the chance to discover this season's new products. Next door **TONI&GUY** will be providing complimentary cuts, blow-dries and styling services using the Official Haircare Product of London Fashion Week: label.m Professional Haircare. Additionally, **Swatch** will be showcasing their POP Collection within the Designer Showrooms. **The Store Kitchen** will be providing refreshments throughout the day in the BFC Lounge by The Store. LFW guests can pick up the latest copy of **ES Magazine** whilst visiting the LFW Café on the 2<sup>nd</sup> floor, where additional refreshment including **Carabao** energy drink, **Evian** Water, **Lavazza** Coffee and **Propercorn** will be on offer.

The generosity and commitment of our sponsors is more vital than ever. Please help us by acknowledging their support for the London Fashion Week September 2016. Principal Sponsor; **Sunglass Hut**, Official Sponsors; **David Collins Studio**, **DHL**, **Ethiad Airways**, **Lavazza Coffee**, **London Evening Standard**, **Maybelline New York**, **The May Fair Hotel**, **Mercedes-Benz**, **Swatch**, **TONI&GUY**, **Topshop** and **The Vinyl Factory**. Official Suppliers; **Aggreko**, **Carabao**, **Evian**, **Fashion and Beauty Monitor**, **Launchmetrics**, **Mainetti**, **Miller Harris**, **Propercorn**, **Scavi & Ray**, **The Store Kitchen** and **Triumph**.

- ENDS -

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

[www.londonfashionweek.co.uk](http://www.londonfashionweek.co.uk)

#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. The British Fashion Council supports Boden's Future British initiative. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, 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 Fashion Awards.