

LONDON SHOW ROOMS

PRESS RELEASE
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LONDON SHOW ROOMS PARIS SS16 LAUNCHES WITH AN OPENING RECEPTION HOSTED BY SARAH MOWER MBE

Yesterday saw the SS16 launch of the British Fashion Council's (BFC) sales initiative, LONDON show ROOMS (LsR). Located in the heart of the Marais, the showroom offers British design talent a global platform from which to showcase their collections to some of the world's most influential buying teams. The launch was celebrated with an Opening Reception, hosted by Sarah Mower MBE – the BFC's Ambassador for Emerging Talent, and was attended by key industry figures including Anders Madsen (i-D), Mark Alizart (LVMH), Nicole Phelps (Vogue Runway), Robin Schulié (Maria Luisa), Sophia Neophitou (10 Magazine), Stavros Karelis (Machine-A), Tonne Goodman (Vogue US) and Vanessa Friedman (The New York Times).

For the first time LsR will house both womenswear designers designers traditionally known for menswear, showing the latest offerings from the SS16 runways. The twenty-three strong Brit pack are as follows: **Ashley Williams, Christopher Shannon, Claire Barrow, Craig Green, Danielle Romeril, Faustine Steinmetz, Fleet Ilya, Helen Lawrence, Kit Neale, Lee Roach, Maharishi, Marta Jakubowski, Mary Benson, Matthew Miller, Molly Goddard, Nicopanda, Piers Atkinson, Ryan Lo, Sadie Williams, Sibling** and the Fashion East womenswear designers: **Caitlin Price, Richard Malone** and **This Is The Uniform**.

LsR was established in October 2008 as part of the BFC's business support programme for emerging talent, including NEWGEN designers to help develop their sales and marketing expertise. By 2010 the showroom had developed into a serious commercial success, which led to a demand for its menswear equivalent, LONDON show ROOMS MEN.

The project is co-directed by Anna Orsini, Strategic Consultant and Barbara Grispi, Curator and Designer Brand Development Consultant from the British Fashion Council.

Barbara Grispi said: *LONDON show ROOMS has established a solid following amongst leading retailers, pioneers who have always invested in creative design talent. Its ever-growing success is due to the designers' strong signatures married to attention to professionalism and commerciality. This season's addition of a selection of menswear designers, who have crossed over into womenswear or have a solid women's customer base, reflects store's growing interest in gender fluid buying.*

LSR runs from Wednesday 30th September to Wednesday 7th October, 10am to 8pm (closing at 7pm on 7th October) at Le Loft – 3 Cour Bérard – Impasse Guéménée (off 28 rue Saint Antoine) – Paris 75004.

For appointments to see the collections and meet with the designers please contact Michalis Zodiatis, PR Executive, michalis.zodiatis@britishfashioncouncil.com, +44 (0) 207 759 1989 | +44 (0) 7428 454358

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The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and coordinate 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. 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

LONDON show ROOMS is supported by the European Regional Development Fund and UK Trade & Investment.

LONDON show ROOMS Women was launched in 2008 and has supported designers including Christopher Kane, David Koma, Mary Katrantzou and Simone Rocha.