

LONDON FASHION WEEK

13-17 SEPTEMBER 2019

PRESS RELEASE

10th September 2019

LONDON FASHION WEEK SEPTEMBER 2019 IS A CITY-WIDE CELEBRATION

The British Fashion Council (BFC) is delighted to announce that this September, for the first time, London Fashion Week will extend to a **City Wide Celebration** of activations and events curated by the BFC in partnership with key retailers, brands, partners and cultural institutions to engage communities throughout the capital to get involved and capitalise on the success of this global event to reach new audiences.

The BFC has curated a schedule of over **66** brands, **74** stores and **170** events all taking place between Friday 13th and Tuesday 17th September. Look out for **#LFW** in storefronts and window displays throughout the city in internationally renowned shopping destinations such as King's Road, Mount Street and Regent Street to identify the partners taking part in City-Wide Celebration.

13-17 SEPTEMBER 2019
LFW
LONDON FASHION WEEK

This schedule is an extension of London Fashion Week, which for the very first time will open its doors to the public at the main hub, The Store X, 180 Strand. It aims to inspire the public and makes #LFW a cultural city-wide celebration that will introduce fashion to a wider pool of people who may not have previously engaged with it, driving footfall into the capital, increase revenue opportunities for all businesses and celebrating the creativity, diversity and openness that makes the capital so unique.

Please see below some highlights of the City-Wide Celebration taking place during London Fashion Week. The full schedule can be found [here](#) to help you plan your #LFW experience.

London Fashion Week

14th September - 15th September

The Store X, 180 Strand, Temple, London WC2R 1EA

Join the first of the four global fashion weeks to invite the public into its world. Go behind-the-scenes of the London Fashion Week Hub to discover an immersive innovative experience which includes Designer Catwalks; Creative Installations; the discoveryLAB: an experiential space where fashion meets art, technology and music and a #PositiveFashion Designer Exhibition where the creative work of progressive designers explores the most compelling stories around sustainability, community and ethics.

Catwalk shows include **ALEXACHUNG** on Saturday 14th; **House Of Holland** and **self-portrait** on Sunday 15th. Industry talks include **Billy Porter**, Tony and Grammy Award winning Entertainer and Actor; **Eva Chen**, Instagram, Director Fashion Partnerships; **Henry Holland**, House of Holland, Creative Director; **Laura Brown**, InStyle USA, Editor in Chief; **Laura Weir**, ES Magazine, Editor in Chief; **Lindsay Peoples Wagner**, Teen Vogue, Editor-in-Chief.

Buy your ticket [here](#)

Anya Hindmarch

13th – 16th September, 10am - 8pm

Brewer Street Carpark. 32 Brewer Street, Soho, W1F 0LA

To celebrate the launch of the Postbox bag, the Postbox Maze is an immersive art installation inspired by M. C. Escher's mural, designed for The Hague Post Office. As well as solving the Postbox Maze – a unique tessellated design created by leading maze and puzzle designer Adrian Fisher - visitors will also experience installations in collaboration with Letters Live, artefacts from The Postal Museum and workshops that celebrate the art of the written word.

Link to tickets [here](#).

Browns

13th September -17th September, 11am-6:30pm

Browns East, 21 Club Row, E2 7EY & Browns, 24-27 S Molton St, Mayfair, London W1K 5RD

On Friday 13th September as part of London Fashion Week, Browns will celebrate the launch of Peggy Gou's new brand Kirin with an in-store appearance from the designer / Berlin based South Korean DJ at the retailers East London location, Browns East – 21 Club Row E2. The event will include drinks,

music and the chance to purchase an exclusive limited-edition shirt that can be customised by Peggy on the night. To join be sure to follow updates and RSVP via www.brownsfashion.com or follow @BrownsFashion on Instagram for details.

In addition to the in-store, Browns will play host to a series of installations over London Fashion Week including a next generation showcase at Browns South Molton Street which includes designers such as Charles Jeffrey Loverboy and Paria Farzaneh. Whilst over at Browns East the first womenswear collection from Berlin based brand and publication 032c.

Burberry Thomas's Café

13th September - 17th September

121 Regent St, Mayfair, London W1B 4TB

Burberry has launched its London Fashion Week breakfast at its all-day café Thomas's, located within the Burberry flagship store on 121 Regent Street.

The breakfast menu comprises a selection of tapas style dishes including French toast with orange compote, cardamom and bay curd as well as secret Smokehouse salmon, scrambled eggs and buckwheat blinis.

The breakfast menu is available to enjoy at Thomas's from 13th- 17th September.

For reservations, please contact Thomas's at Burberry on +44 (0)20 3159 1410 or book via OpenTable: <https://www.opentable.co.uk/thomass>

GAP

14th September, 11am-1pm

GAP, Brewer Street, London W1F 9QT

This September, GAP are celebrating all things indigo with a unique pop-up space on Soho's Brewer Street. At Denim Futures, visitors can explore our new limited-edition ranges; the premium 1969 denim collection, Denim through the Decades (our ode to the '70s, '80s and '90s) and an exciting new collaboration with Atelier & Repairs. In addition, we're offering a full personalisation service where customers will be able to hem, stud, distress, patch, embroider, and even laser their Gap denim completely free. On Saturday 14th GAP will host Embroider Your Denim | Workshop in collaboration with Selkie Patterns who will show participants how to embroider their own denim and embellish with simple stitches – a great way to up cycle, hide stains, blow new life into old garments. Customers will then take home what they've created.

Important information: Please bring a piece of denim you would like to embroider with you. We will provide all other materials, plus lots of denim to practice on.

Huntsman

13th September – 17th September

11 Savile Row, Mayfair, London W1S 3PS

In celebration of their centenary on Savile Row, 2019 sees the largest and most comprehensive tie collection for Huntsman to date. With over 185 exclusive designs carefully sourced from seven separate suppliers, their mission was to come up with a tie for every occasion. This is the latest of many exciting additions in their centenary year including Bespoke 100, a sustainable service and a recent collaboration with London College of Fashion. During London Fashion Week, City Wide, Huntsman will be showcasing the brand new tie collection in their windows at No.11 Savile Row.

John Lewis

13th September – 17th September, 10am-8pm

John Lewis & Partners, White City Westfield, Ariel Way, London W12 7FU

This London Fashion Week John Lewis & Partners will celebrate and support the British Fashion Council's Positive Fashion initiative. The retailer will host a series of catwalk shows, AW19 style trend talks and pop-up beauty partnerships in its White City Westfield shop. Showcasing John Lewis & Partners womenswear as well as AW19 trends from their exclusive own brands; AND/OR, Modern Rarity and Kin.

John Lewis & Partners + London Fashion Week 2019 is on from 13th – 17th September 2019. John Lewis & Partners will be selling tickets to catwalk shows on 14th & 15th September featuring a selection of designers. Tickets will be available at The Customer Experience Desk at John Lewis White City.

MATCHESFASHION.COM

13th September – 17th September, 10am-6pm

Matches, 5 Carlos Place, Mayfair, London W1K 3AP

MATCHESFASHION.COM will be hosting a series of events during London Fashion Week at their Mayfair Townhouse, 5 Carlos Place.

Bistrotheque Residency

The go-to established East London restaurant, founded by David Waddington and Pablo Flack have taken over the 5 Carlos Place café. They will be serving evolving seasonal menus along with a few Bistrotheque classics from their breakfast, lunch and afternoon cake menus.

Moncler Genius x Richard Quinn Installation

Celebrating the launch of Richard Quinn's debut collection for Moncler, the British designer will be taking over the ground floor at 5 Carlos Place, taking his cues from the innovative collaboration, which will also be on display.

Venetia Scott 'Fragile Face Lay Flat Exhibition'

MATCHESFASHION.COM and Sion and Moore will present British photographer Venetia Scott's first solo exhibition at 5 Carlos Place during London Fashion Week. To create the images that will be seen for the first time in the exhibition, entitled Fragile Face Lay Flat, Scott cast her eyes back upon her own work – cropping into existing photographs taken from fashion editorials leaving only the faces of her models. The resulting portraits stand apart from their original fashion context, drawing attention to the strong and distinctive gaze of each girl.

Mulberry

13th September – 16th September

Mulberry 100 Regent St, Soho, London W1B 5SR

To celebrate the launch of the new Iris bag family and the BFC's Positive Fashion initiative, Mulberry invites customers to their flagship store on Regent Street for a series of free workshops. These will run throughout #LFW and will be led by craftspeople from Mulberry's Somerset factory. Guests will be able to create and take home a bespoke leather bracelet made with offcuts from the Iris bag. A sustainability-inspired floral installation created by London based florists, Jam Jar, will provide a backdrop to the activity.

River Island

13th September – 15th September

River Island, 207 - 213 Oxford Street, London W1D 2LF / River Island, 301 - 308 Oxford Street, London W1C 2HW

River Island will be hosting a complimentary beauty station, offering fresh juices and free perfumes when you snap & share a photo against their Insta-Wall using #ImWearingRI.

The May Fair Hotel

12th September – 22nd September

The May Fair Hotel, Stratton Street, Mayfair, London W1J 8LT

This year marks the 11th year of The May Fair Hotel as The Official Hotel of London Fashion Week. To mark the occasion, The May Fair Hotel's designer in residence British fashion designer Osman Yousefzada, will be introducing a collection of beautifully crafted cocktails, The OSMAN Collection at May Fair Bar.

Other partners taking part in City Wide Celebration include 50-m, Alex Eagle, Aspinall of London, Bottega Venetta, Brora, Chalayan, Christian Louboutin, Colmar, COS, Diptyque, Flannels, Foot locker, French Connection, Harvey Nichols, Iceberg x 18montrose, Intimissimi, J.Crew, Karl Lagerfeld, Kate Spade, KOIBIRD, La Perla, Linda Farrow, LN-CC, Machine A, Maje, Michael Kors, Microsoft, Miista, Modern Society, NIVEA, Penhaligon's Perfume, Radley, Regent Street Summer Streets, Saatchi Gallery, SHOWstudio, STK, Sunglass Hut, The Fashion School, Tommy Hilfiger UJNG, Uniqlo, Whistles.

The generosity and commitment of our sponsors, suppliers and supporters is more vital than ever. Please help us by acknowledging their support for London Fashion Week September 2019: Official Sponsors: Evening Standard, JD.COM, INC., LAVAZZA, LetsBab, Mercedes-Benz, NIVEA, The May Fair Hotel, The Store X, TONI&GUY, WANG MAO, Official Suppliers: Bags of Ethics, Bare Minerals, DHL, evian, Fashion & Beauty Monitor, The Gel Bottle, Getty Images, Instagram, Laräbar, Launchmetrics, S by Sloggi, With thanks to Propress, Seoulista Beauty and our Official Supporters: The Department for International Trade, The European Regional Development Fund and The Mayor of London.

To be part of the new London Fashion Week format and buy tickets click [here](#).

The London Fashion Week trade schedule is now live [here](#).

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londonfashionweek.com

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ABOUT BRITISH FASHION COUNCIL

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 BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.