

LONDON FASHION WEEK FESTIVAL

22-25 FEBRUARY 2018

PRESS RELEASE

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THE BIENNIAL FASHION CELEBRATION PLAYS HOST TO A STELLAR LINEUP OF STYLE, INNOVATION, SHOPPING & WELLBEING

The British Fashion Council (BFC) is delighted to release the line-up of this year's London Fashion Week Festival with a schedule of industry talks, designer catwalks and immersive wellbeing experiences. **Juicy Couture**, **NICOPANDA** and **Zandra Rhodes** will showcase their collections on the designer runway while **Markus Lupfer** will design the annual limited edition tote bag.

The Designer Runway will open with **Zandra Rhodes**, showing her Zandra Rhodes Archive collection on Thursday. Known for her dramatic, extroverted and glamorous designs the collection is inspired by the most iconic dresses of her career. On Saturday, New York based brand **NICOPANDA** best known for its playful and edgy approach to ready-to-wear and accessories will show their SS18 collection while Sunday will see lifestyle brand **Juicy Couture** show its fashion forward ready-to-wear.

Digital influencer and founder of Fashion Me Now, **Lucy Williams**, will curate part of the shopping galleries this season bringing together a mix of established and emerging designers across womenswear, menswear, accessories and jewellery while Senior Fashion Director of LOVE magazine, **Steve Morriss** will be the stylist for the Designer Trend shows.

For February the London Fashion Week Festival talk series will see an exciting schedule of talks around fashion, tech and lifestyle. Speakers include fashion icon **Daphne Guinness**; menswear buyer **Darren Skey**; **The Gal-Dem Collective**; Fiorucci CEO **Janie Schaffer**; designers **Markus Lupfer & Orla Kiely**; lifestyle entrepreneur **Deliciously Ella**; digital influencers **Jim Chapman**; **Lucy Williams & Niomi Smart** as well as a **careers in fashion** talk from top fashion executives. The **Sheer Luxe** series will present fashion expert **Trinny Woodall** in conversation and a panel discussion of fashion influencers on **making trends wearable** and additionally **River Island** will host a series of curated talks.

The limited edition London Fashion Week Festival tote bag will be designed by the British Fashion Council's NEWGEN award winner **Markus Lupfer**, most known for his innovative use of print, graphics and embroidery. Keeping the designer's renowned essence of playfulness, the tote bag will feature the new-season print from the AW18 collection via three limited edition designs.

New to the schedule this season, London Fashion Week Festival offers immersive experiences with a partnership with **Another_Space** hosting yoga sessions on the catwalk on Friday and Saturday, allowing visitors to strengthen and stretch in a classic yoga flow class; while **Embellished Talk** will hold one hour workshops throughout Saturday giving guests the opportunity to learn the art of embellishment.

London Fashion Week Festival welcomes 14,000 people across four-days offering the ultimate fashion experience to consumers; with curated shopping galleries from over 120 international and British brands, catwalk shows, industry talks and style presentations. The event allows consumers

to experience the atmosphere of London Fashion Week in its official venue and gain insight into the fashion industry while giving designer brands the opportunity to meet and build direct relationships with new customers.

Caroline Rush CBE, Chief Executive, British Fashion Council commented: *“We are excited to announce 2018’s new iteration of London Fashion Week Festival which aims to give consumers not only insight and experience of the fashion industry, but an unrivalled weekend of style, innovation, shopping and wellbeing. From iconic Zandra Rhodes on the catwalk, to curated spaces by industry insiders Steve Morriss and Lucy Williams and panel discussions from Daphne Guinness and Deliciously Ella, the weekend celebrates the creative breadth and depth of London.”*

Editor’s Notes

The public event opens its doors on Thursday 22nd February until Sunday 25th February at The Store Studios, 180 Strand, London WC2R

Tickets are now available online: For full details visit londonfashionweekfestival.com. Packages include Festival Entry (£20), Silver (£45), Gold (from £60), LUXE (£145) and LUXE Premium (£200).

Silver, Gold and LUXE tickets include a limited edition tote bag designed exclusively for the event by Markus Lupfer

The generosity and commitment of our sponsors is more vital than ever. Please help us by acknowledging their support for London Fashion Week Festival 2018: Official Sponsors: Fiat, Maybelline New York, The May Fair Hotel, River Island, TONI&GUY Official Suppliers: Another_Space, Bags of Ethics, Bounce, DHL, Digital Domain, evian, Getty Images, Global Blue, instax, Lavazza Coffee, Newby Teas, SASSY, Teisseire, Urban Massage, Verve

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London Fashion Week Festival is organized by the British Fashion Council and marketed by SME London Ltd.

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; BFC/Vogue Designer Fashion Fund and NEWGEN. 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 Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.