

LONDON FASHION WEEKEND

22-25 SEPTEMBER 2016

PRESS RELEASE

TUESDAY 2ND AUGUST 2016

LONDON FASHION WEEKEND

Thursday 22nd – Sunday 25th September 2016

Saatchi Gallery, King's Road, London

SOPHIA WEBSTER DESIGNS LONDON FASHION WEEKEND LIMITED EDITION TOTE

Images are available for download via <https://we.tl/Bu3cdG0Bim>

The British Fashion Council (BFC) is delighted to announce that luxury footwear and accessories designer, and the 2016 winner of the BFC/Vogue Designer Fashion Fund, Sophia Webster has been commissioned to design this season's London Fashion Weekend limited edition tote bag.

Drawing inspiration from beautiful tropical bird feathers, the delicate artwork used on the limited edition tote bag is based on one of Sophia's signature prints from her SS17 collection; which will be shown at London Fashion Week this September. The print created from the SS17 collection incorporates the peacock motif which translates perfectly to the canvas tote bag. Sophia will also take part in the first industry talk of London Fashion Weekend, taking place on Thursday 22nd September at 16.30pm.

Sophia recently launched her flagship store on Mount Street in the heart of Mayfair, whilst her collections are also available on her own e-commerce site and other prestigious e-commerce sites such as Net-A-Porter and Matches. Sophia founded her eponymous accessories label in 2012 and in four years has been awarded a number of accolades within the fashion industry including the British Fashion Award for Emerging Accessories Designer 2013. In this time Sophia has earned herself a series of high profile celebrities as clients and supporters of the brand.

Sophia Webster commented: *"I am delighted to be partnering with the British Fashion Council for London Fashion Weekend this season. To celebrate this partnership and exciting time of year in fashion, I have created a limited edition tote that draws inspiration from my Spring/Summer 2017 collection. I can't wait to unveil the tote in September!"*

Caroline Rush, Chief Executive of the British Fashion Council said: *"Sophia's beautiful designs perfectly capture British creativity and are the perfect match for London Fashion Weekend. It has been great to work with Sophia on the tote bags for this season and I look forward to seeing them being used all over London and further afield!"*

The tote bag is included in the Silver, Gold and LUXE ticket packages and a limited number will be available to purchase at the event.

London Fashion Weekend is the ultimate fashion experience, with curated shopping galleries from over 150 international and British brands including French Sole, Goat, Jane Carr, Linda Farrow, Lucy Choi, Maya Magal and Tada & Toy; catwalk shows from London Fashion Week designers including J.JS Lee, Preen by Thornton Bregazzi and luxury knitwear designers SIBLING. London Fashion Weekend allows consumers to also experience the atmosphere of London Fashion Week and gain insight into the industry through industry talks and style presentations.

The four day public event opens its doors on Thursday 22nd September until Sunday 26th September at the Saatchi Gallery, Duke of York Square on the King's Road.

Tickets are now available online: For full details visit www.londonfashionweekend.co.uk
Packages include Bronze (from £20), Silver (from £45), Gold (from £60), LUXE (from £130) and LUXE Premium (£200).

The generosity and commitment of our sponsors is more vital than ever. Please help us by acknowledging their support for London Fashion Weekend September 2016: Official Sponsors, Lavazza Coffee, MAYBELLINE NEW YORK, Sunglass Hut, Swatch, The May Fair Hotel and TONI&GUY. Official Suppliers of London Fashion Weekend September 2016; Canon, Evian and Hoover Ltd.

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Notes to Editors:

London Fashion Weekend is organised 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 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 Fashion Awards.