

LONDON FASHION WEEKEND

25-28 FEBRUARY 2016

LONDON FASHION WEEKEND

25 – 28 FEBRUARY 2016

Saatchi Gallery, King's Road, London

BRITISH FASHION COUNCIL ANNOUNCES CATWALK & TALKS SCHEDULE FOR LONDON FASHION WEEKEND

Emilia Wickstead, Holly Fulton, Mary Katrantzou and Temperley London will present their SS16 collections at London Fashion Weekend (LFWend), the bi-annual consumer event taking place at the Saatchi Gallery across the four days.

New for this season, the British Fashion Council (BFC) have added a series of Talks to the schedule, including fashion designers Charlotte Dellal of Charlotte Olympia, Emilia Wickstead, Katharine Hamnett, Nicholas Kirkwood and Pam Hogg; celebrity stylist William Baker; singer-songwriter and record producer, Roisin Murphy; and founder of Premier Models, Carole White.

London Fashion Weekend is the ultimate fashion experience giving consumers exclusive access to catwalk shows; a curated talks schedule; designer shopping; and trend presentations.

Taking place at the Saatchi Gallery over four days in February and September, the event allows consumers to experience the atmosphere of London Fashion Week and gain an insight into the fashion industry. It also gives designer brands the opportunity to meet and build direct relationships with new customers.

Caroline Rush CBE, Chief Executive of the BFC, said: "London Fashion Weekend is at the forefront of the British Fashion Council's strategy for extending the citywide celebration of London Fashion Week and engaging the consumer in related activity. We are continuously developing the programme to include more talks and brands."

Over 150 brands will be available for visitors to shop from, including A|X Armani Exchange, Antipodium, French Sole, Fyodor Golan, J.JS Lee, Linda Farrow, Jane Carr, Mawi, PB0110, Paper London, Pringle of Scotland and OSMAN.

Tickets are now available online: For full details visit londonfashionweekend.co.uk. Packages include Bronze (from £20), Silver (from £40), Gold (from £60), LUXE (from £145) and LUXE Premium (£200).

- END -

For further press information, images or interviews please contact:

Zoe Vaughan Davies at ZOE PR on +44(0)7771 847 692 or email zoe@zoepr.com

@LFWEnd #LFWEnd

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 British Fashion Awards.