

# LONDON FASHION WEEK **vodafone** PRINCIPAL SPONSOR 20-24 FEBRUARY 2015

PRESS RELEASE  
10<sup>TH</sup> FEBRUARY 2015

## DESIGNER SHOWROOMS AT LONDON FASHION WEEK

The British Fashion Council (BFC) announces that over 180 designers – more than ever before – will showcase AW15 collections at the Designer Showrooms. The showrooms are located at Somerset House and will run throughout London Fashion Week, 20<sup>th</sup> - 24<sup>th</sup> February 2015.

This season welcomes German brand, **Achtland**, French brand, **Jour/Né** and Lady Gaga favourite, **Rein**. After strong receptions last season, **ESK**, **Georgia Hardinge** and **steventai** return to the Ready-to-Wear Showroom. **Eudon Choi**, **Fyodor Golan** and **Jean-Pierre Braganza** will show their collections after debuting on the catwalk.

**Emma J Shipley** returns to showcase its largest resort collections so far while **Camilla Elphick** shows its latest shoe collection, titled Puuurflect Storm. Named as one of *Dazed & Confused's* most exciting new arts ventures, **New Ultra Group** show its heat-reactive bags, iPad cases and purses. Jewellery designers on the rise, **Bam-B**, **LeiVanKash** and **Rachel Boston** boast credits in *Elle*, *Grazia*, *Harper's Bazaar*, *i-D*, *InStyle*, *Stella*, *Style*, *The Telegraph*, *Vogue* and *W*.

As well as showcasing the latest collection, renowned milliner, **Stephen Jones OBE**, co-curates the BFC's millinery initiative, Headonism. This year's Headonism scheme showcases collections from **Awon Golding**, **Emma Yeo**, **Keely Hunter** and **Lizzie McQuade**. Previous Headonism recipients, **Noel Stewart**, **Piers Atkinson** and **William Chambers**, have stands in the showroom.

NEWGEN, sponsored by TOPSHOP will have a pop-up showroom in the West Wing. Newcomers, **Marta Jakubowski**, **Molly Goddard** and **Sadie Williams** join **1205**, **Ashley Williams**, **Claire Barrow**, **Danielle Romeril**, **Faustine Steinmetz**, **Marques'Almeida**, and **Ryan Lo**. The NEWGEN Showroom houses an immersive exhibition featuring designs from each recipient. For the full pop-up schedule please see the Events Schedule: [londonfashionweek.com/events](http://londonfashionweek.com/events).

Rock Vault, the BFC's fine jewellery initiative, co-curated by **Stephen Webster MBE**, has its own room in the south wing featuring: **Alice Cicolini**, **Beth Gilmour**, **Hannah Martin**, **Imogen Belfield**, **Jacqueline Cullen**, **Jo Hayes Ward**, **Ornella Iannuzzi**, **Shimell and Madden**, **Tomasz Donocik** and **Yunus & Eliza**.

**Christopher Raeburn** has designed the Lavazza airstream which will be serving coffee in the courtyard. Toni & Guy and Maybelline will both be offering hair and make-up services to all accredited guests – both salons can be found in the West Wing. There will also be a BFC Contemporary online shop at the foot of the Nelson Staircase selling the BFC Contemporary exclusive designs on tablets. Propercorn is handed out across the site and Fiji Water is available from the Press and Buyers' Lounge.

On Sunday, 22<sup>nd</sup> February, the Designer Showrooms will host an Open House across the ready-to-wear and accessories showrooms giving press and buyers the chance to meet the designers and view their AW15 collections.

- ENDS -

For press and sales contact details for all designers please visit [londonfashionweek.com/designers](http://londonfashionweek.com/designers). Make sure to pick up a copy of the dedicated Designer Showrooms Preview Paper on site at LFW

Like British Fashion Council on Facebook for exclusive content: [facebook.com/britishfashioncouncil](https://www.facebook.com/britishfashioncouncil). Follow @londonfashionwk on Twitter and join the conversation #LFW

For press enquiries please contact Will Iron, British Fashion Council, +44 (0) 20 7759 1968 | [will.iron@britishfashioncouncil.com](mailto:will.iron@britishfashioncouncil.com)