

10th SEPTEMBER 2015

CELEBRATE LONDON FASHION WEEK

THE BRITISH FASHION COUNCIL ANNOUNCES THE OFFICIAL
LONDON FASHION WEEK PUBLIC PROGRAMME

As part of London Fashion Week's (LFW) move to its new central London location in the heart of Soho, the British Fashion Council today announces the public programme of events that will run alongside London Fashion Week in a bid to create an inclusive city-wide celebration.

London Fashion Week at Golden Square

*Friday 18th - Tuesday 22nd September 2015
Golden Square, Soho, London W1R 3AD
Free Admission*

London Fashion Week at Golden Square is a short walk from the Official Catwalk Show Space and Designer Showrooms at Brewer Street Car Park. For five days it will be home to screenings, pop-ups, exclusive offers and special events.

- **The LFW Outdoor Cinema.** This season, LFW boasts its very own outdoor cinema featuring livestreaming from the LFW catwalks, fashion films and digital presentations from Hunter, McQ Alexander McQueen, SHOWstudio, Vogue and Zoe Jordan. Daily highlights and celebrity interviews will also be featured - alongside the LFW debut of the American Express 'London Fashion Week Talk Series'.
- **Hunter.** To mark the livestreaming in Golden Square of Hunter's the Hunter Original SS16 LFW show; the British heritage brand will be offering members of the audience the opportunity to win a Hunter Original Icon from the nearby flagship store on Regent Street.
- **HIX FishDogs.** Hix's iconic food van will be on site serving up the finest hot snacks.
- **Lavazza.** This season, the official coffee of LFW will be served up in limited edition **Marques'Almeida** designed coffee cups.
- **Propercorn.** Once again, Propercorn demonstrate its commitment to LFW, with tasting 'trikes' offering a variety of the finest popcorn, including its newest flavour combination; Smooth Peanut & Almond.
- **Sunglass Hut's Pop-Up Shop** will sell an edit of the season's hottest designer sunglasses, including a UK Burberry exclusive.
- **Swatch.** The Swiss timepiece giant launches its latest collection 'Street Energy' with an interactive 'Mood-O-Meter' at the Swatch 'Street Energy' Pop-Up.
- Document your London Fashion Week experience on social media with the ultimate selfie hashtag: **#LFW**. The giant artwork is the perfect backdrop for style snappers and bloggers alike.
- **#LFW #GoldenSquare**

Gareth Pugh Official LFW Tote Bags

Available from all UK Sunglass Hut stores with purchases of £100 and above.

Sunglass Hut has teamed up with Gareth Pugh to create the official London Fashion Week Tote Bags. With a nod to his AW15 collection, the tote features Pugh's truly arresting take on Punk. Sunglass Hut's London Fashion Week 'Punk it Up' campaign, featuring Georgia May Jagger, will be featured across London throughout LFW.

London Fashion Week Talk Series Presented by American Express

*Daily from Friday 18th September - Tuesday 22nd September 2015
Condé Nast College of Fashion & Design, 16-17 Greek Street, London W1D 4DR
Tickets are free and available from 15th September.
For more information follow @BFC on Twitter or check out londonfashionweek.co.uk*

With talks from key speakers including **Peter Pilotto and Zandra Rhodes**, the official London Fashion Week Talk Series presented by American Express will open its doors to the general public at the prestigious Conde Nast College. With a tightly curated programme of prolific guest speakers from all corners of the industry, these daily discussions are sure to prove insightful and informed.

Fashion Film Sponsored by River Island

*Sunday 20th September, 15.00 - 16.30
Brewer Street Car Park, London W1F 0LA
Tickets are free and available via @riverisland on Instagram and the River Island Style Insider blog.*

The British Fashion Council's film initiative, 'Fashion Film sponsored by River Island' continues to make creative leaps forward. This season, **Mary Benson, Zandra Rhodes and Zoë Jordan** have been selected to show as part of the initiative. With a screening at the Official London Fashion Week show space, 'Fashion Film' offers the general public a rare opportunity to venture into the Brewer Street Car Park for the full fashion experience.

Minnie: Style Icon Exhibition

*Saturday 19th September - Sunday 20th September 2015
Black Members Club, 67 Dean Street, London W1D 4QH
Tickets are free and available at blacksclub.com*

In homage to the ultimate fashion pin-up, the **British Fashion Council** and **Disney** will join forces to celebrate **Minnie: Style Icon**. Exploring **Minnie Mouse** as a style icon and her influence on fashion and pop culture; *Minnie: Style Icon*, has been co-curated by model and photographer Georgia May Jagger, and brings together photographs, archive imagery, sketches, celebrity portraits and fashion spreads, from as far back as the 1930s to the present day.

AROUND LONDON

London Fashion Week on Carnaby Street

*Carnaby Style Night: Thursday 17th September 2015
Live streaming showcase: Friday 18th September - Tuesday 22nd September 2015
Carnaby Street, Soho, London W1F
Free*

Carnaby Street will play host to various screenings during LFW, live streamed shows and exclusive footage. The screenings will be launched at Carnaby Style Night – a celebration that will see the retailers of Carnaby Street and the surrounding area come together to celebrate LFW. With discounts, free drinks and in-store events, savvy shoppers will have the opportunity to win a goodie bag worth £150. Be sure to share your experience on Twitter with the hashtags #Carnaby and #StyleNight to be in with a chance to win over £1,000 worth of prizes.

Shopping During London Fashion Week

With LFW's recent move to Soho, London's leading designers and stores are seizing the opportunity to offer up something new.

- **Anya Hindmarch.** Accessories supremo Anya Hindmarch will be setting up shop in the vast Selfridges Car Park. With a set that replicates the M25, Hindmarch continues her brilliant, visual assault with this ambitious and inspired retail pop-up.
- **Harrods.** The London uber store will be demonstrating its unwavering support of local fashion with a LFW installation in its prestigious Womenswear dept - displaying a wide selection of the best London Fashion Week collections.
- **Liberty.** The stalwart of London's fashion scene will dedicate its iconic Great Marlborough Street windows to showcase the best of British design throughout LFW.
- **Marks & Spencer.** One of the UK's High Street giants continues to cement its fashion credentials with LFW inspired windows across the capital.
- **Maybelline.** LFW's principal beauty partner has various in-store activities and LFW based point of sale at outlets across the country.
- **RIBA Regent Street Windows Project.** The renowned architects have paired leading architectural studios with flagship stores along Regent Street to create bespoke window installations throughout September to coincide with LFW and London Design Festival.
- **Selfridges.** Alongside the aforementioned Anya Hindmarch pop up, Selfridges Car Park also boasts a **Tom Dixon and Wallpaper*** collaboration; MULTIPLEX. An alternative pop-up space dedicated to the appreciation of technology, home, fashion, beauty and jewellery – the space even offers its own Food Hall. For more information visit selfridges.com
- **Seven Dials, Covent Garden and Duke of York Square, Chelsea,** will join the celebration with window displays and in-store events
- **Topshop.** The High Street behemoth will once again dedicate the windows of the world's largest fashion store to the SS16 NEWGEN designers. With window installations and show screenings, Topshop's commitment to future talent continues with unflinching confidence.

Crosthwait Exhibition at Gray MCA

Thursday 17th September - Tuesday 22nd September 2015
Gallery 8, 8 Duke Street St James's, London SW1Y 6BN
Free Admission
graymca.co.uk

Gray MCA will be exhibiting unseen and rediscovered works by fashion illustrator and modern painter, Irwin 'Bud' Crosthwait, during LFW at Gallery 8. To bring the elegance and style of Crosthwait's work to life, exhibition curators Ashley and Connie Gray will be giving daily talks (at 13.30) to explore the importance of original fashion illustration today and Crosthwait's legacy. To register to attend a talk, please email info@graymca.co.uk.

Jeans for Genes Day

Friday 18th September 2015

This year marks the 20th anniversary of Jeans for Genes Day. Money raised on the day funds a range of initiatives that improve the quality of life of children and families affected by genetic disorders. Falling on the first day of LFW, Jeans for Genes provides the perfect excuse to embrace the latest denim trends. Please give generously to: jeansforgenesday.org

Lavazza Coffee Delivery Service

*Friday 18th September - Tuesday 22nd September 2015
Deliveries around Soho*

Lavazza will be evoking the spirit of Italy this LFW with 3 vintage Vespas buzzing around Soho, furnishing fatigued fashion folk with emergency Lavazza coffee deliveries. Simply Tweet or Instagram your coffee request by including the hashtag #LFWLAVAZZA, and if chosen, Lavazza will follow you back, reply to your tweet and take your order!
*Instagram users will be asked to private message.

London Fashion Weekend

*Thursday 24th September - Sunday 27th September
Saatchi Gallery, Duke of York's HQ, King's Road, London SW3 4RY
Tickets available from londonfashionweekend.co.uk*

Fashion's biggest pop-up opens its doors on Thursday 24th September, in its new home, the prestigious Saatchi Gallery on the King's Road. The impressive gallery will be transformed into Britain's most exclusive fashion and designer shopping experience, brimming with catwalk shows, pop-up shops, hair & beauty and educational panels from leading industry experts.

The Official London Fashion Week Afternoon Tea

*Throughout September 2015
The May Fair London, London W1J 8LT
From £35
themayfairhotel.co.uk | 020 3047 2037*

As an official partner of LFW, it's unsurprising that **The May Fair Hotel** make more than a notable effort during London Fashion Week. A five star hotel in the heart of Mayfair, the hotel offers guests some much needed sanctuary from the madness of Brewer Street. To celebrate LFW, the May Fair will be serving a bespoke '**London Fashion Week SS16 Afternoon Tea**'. Quintessentially English, 'Tea' comprises the finest savouries, sweets and traditional scones with jam and clotted cream, complemented by fine teas and the optional glass of champagne.

For the duration of Fashion Week, the hotel lobby windows will undergo a fashion makeover, adorned with designs from Gareth Pugh – the May Fair's most recent collaborator, following in the footsteps of fellow designers Anya Hindmarch, Manolo Blahnik, Nicholas Kirkwood and Sophia Webster.

PATTERNITY Round Table Discussion

*Friday 18th September 2015, 19.00 - 22.00
Certain events are ticketed, available from patternity.org*

PATTERNITY – the London based design studio and 'global authority on pattern', host a round table discussion on pattern exploration, innovation and inspiration. Scheduled to coincide with PATTERNITY's new book, the speakers include Anna Murray, Jessie Brinton and Orsola de Castro.

SohoCreate Present Advanced Style

*Monday 21st September 2015, 18.30
Picturehouse Central, 20-24 Shaftesbury Avenue, London W1D 7DH
£5 - £8
picturehouses.com/cinema/Picturehouse_Central/film/soho-create-present-advanced-style*

In recognition of London Fashion Week's move to **Soho**, **SohoCreate**, **Picturehouse Central** and **Atelier Millinery** present a special screening of **Ari Seth Cohen's 'Advanced Style'**; an empowering documentary that follows seven bombastic, independent, stylish women whose eclectic personal style and vital spirit have guided their approach to ageing.

DIGITAL AT LONDON FASHION WEEK

American Express Concierge Site

www.americanexpress.com

As London Fashion Week settles into its new location the Amex Insiders will return to ensure that attendees have an effortless, stress-free experience as they navigate the new home of London Fashion Week in Soho's Brewer Street.

This year also sees an expansion of the service with guests having the added option to Tweet their requests to **#insideLFW**. Alternatively, explore the season's newest venues and find up-to-date information via the new Digital Insider hub. A dedicated digital wall - situated within the BFC Show Space also provides instant access for those on-site visitors seeking help.

BBC iPlayer

bbc.co.uk/iplayer

This September, BBC iPlayer takes fashion to the next level with a series of three exclusive programmes featuring model Abbey Clancy, singer Lianne La Havas and fashion vlogger Grace Victory. With unprecedented access to LFW, BBC iPlayer will give audiences a unique insight into the UK's most important fashion event.

Hunter and Periscope Collaboration

*hunterboots.com | @HunterBoots
periscope.tv*

British Heritage brand, **Hunter**, and social media pioneer, **Periscope**, have announced a forthcoming collaboration. While the full details have not yet been released, this will be an industry first. Full details will be announced prior to the Hunter Original LFW show.

Blippar

blippar.com

Blippar, the visual discovery app will bring the official LFW schedule to life helping VIP press and buyers navigate the shows and presentations taking place around London.

- ENDS -

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

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