

# LONDON COLLECTIONS MEN AW16

## DESIGNER SHOWROOMS AT LONDON COLLECTIONS MEN

### PRESS RELEASE

17<sup>th</sup> December 2015

The British Fashion Council (BFC) today announces that over 60 menswear designers will be featured in the Designer Showrooms at London Collections Men (LCM) AW16, 08<sup>th</sup> – 11<sup>th</sup> January 2016. Running alongside an exciting schedule of catwalk shows, presentations and events, all of this year's Designer Showrooms will be located under one roof, spanning two floors of Victoria House. This expansion aims to improve the experience of press and buyers. Victoria House will include **Ready-to-Wear** and **Accessories** designers, as well as continuing to house a BFC Show Space.

Victoria House will host 29 brands in the Ready-to-Wear showroom, and 12 brands in the **Multi-Label Showroom** housing **Lewis & Leigh** and **Touba London** and 16 brands in the Accessories Showroom. The showrooms will also feature an exciting installation by NEWGEN MEN recipient **Diego Vanassibara** and the **NEWGEN MEN** Pop-Up Showroom.

New designers coming to the showrooms this season include **Boy London**, who are celebrating their 40<sup>th</sup> anniversary, Scandi denim brand **Wåven** and watchmakers **Larsson and Jennings**. Returning brands include **Lou Dalton**, who will bring her collection to the showrooms straight after her Saturday catwalk show, **Natural Selection**, **Passavant & Lee** and **Qasimi** and. LCM Menswear ambassador David Gandy's footwear brand **David Preston London** will also be making its showroom debut.

### DESIGNER SHOWROOMS EVENTS

The LCM Private View will kick off the season at 12.30 on the 8<sup>th</sup> of January, giving key press and buyers first sight of the showrooms. The Open Houses will continue to be held every day at 17.00 across the Ready-to-Wear and Accessories Designer Showrooms at Victoria House, with drinks provided by Rocktails and Warsteiner. This year's NEWGEN MEN showcases will take place across LCM in the dedicated NEWGEN MEN Pop-Up Showroom:

**Nazi Mazhar** - 08th Jan 15:00-19:00 | **Cottweiler** – 09<sup>th</sup> Jan 10:30-12:30

**Astrid Andersen** – 09<sup>th</sup> Jan 16:00-19:00 | **Alex Mullins** – 09<sup>th</sup> Jan 13:00 – 15:30

**Craig Green** – 10<sup>th</sup> Jan 10:00-12:20 | **Agi & Sam** – 10<sup>th</sup> Jan 16:00-19:00 | **Pieter** – 11<sup>th</sup> Jan 10:00-17:00

The British Fashion Council will work with WeAr Select London in order to facilitate the experience of buyers visiting London this January. Buyers who present their business card and pass for WeAr Select London will gain entry to the LCM Designer Showrooms at Victoria House, and vice versa.

Find full details at [www.londoncollections.co.uk/events](http://www.londoncollections.co.uk/events).

For a full list of designers in this year's Designer Showrooms please click [here](#).

**- ENDS -**

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**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.

**London Collections Men** is owned and organised by the British Fashion Council and chaired by Dylan Jones OBE.

UK Trade & Investment is proud to be supporting London Collections Men.

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