

# LONDON COLLECTIONS MEN SS16

THE BRITISH FASHION COUNCIL ANNOUNCES 'LCM 10', THE TEN EVENTS OPEN TO THE PUBLIC DURING LONDON COLLECTION MEN SS16

Images available for download: <http://we.tl/ilk4encD6x>

## PRESS RELEASE

9<sup>th</sup> JUNE 2015

London Collections Men has become a city-wide celebration, and this season there are more ways than ever to join the festivities. We have rounded up ten events open to the public this season; the 'LCM 10'.

## BOOK SIGNINGS, SCREENINGS AND TALKS

### 1. i-D 35<sup>th</sup> Anniversary at Dover Street Market

*What:* As part of its 35<sup>th</sup> anniversary celebrations, London-based fashion title i-D will host an event at Dover Street Market with J.W. Anderson who will be signing copies of the celebratory issue of the magazine for which he designed the cover-wrap

*Where:* Dover Street Market, 17-18 Dover Street, London W1S 4LT

*When:* 15<sup>th</sup> June 2015, 5-6pm

*Highlights:* Meet Loewe's Creative Director J.W. Anderson and do not miss the chance to see Dover Street Market's new window installation created by British designer Craig Green and ShowStudio's Nick Knight.

### 2. Mercedes-Benz films

*What:* Mercedes-Benz commissioned award winning filmmaker Ace Norton to produce two fashion films featuring exclusively British designers to celebrate the start of London Collections Men SS16 (12<sup>th</sup> - 15<sup>th</sup> June) and Pre Collections in June 2015

*Where:* [www.mercedes-benz.com/fashion](http://www.mercedes-benz.com/fashion)

*When:* The films will be launching online on 12<sup>th</sup> June

*Highlights:* Olympic Taekwondo champion Paige McPherson and professional BMX rider Dennis Enarson star in the films wearing British brands including Fyodor Golan, Holly Fulton, JH Zane, Mawi, Piers Atkinson, Ryan Lo, Dora Teymur, O-Thangthai and Tiger of Sweden

### **3. The National Archives Designer Collection Talks**

*What:* A panel of experts will explore the continuing importance of print within British design and how historical prints are still relevant to contemporary designers

*Where:* The Hospital Club, 24 Endell Street, London WC2H 9HQ

*When:* 15<sup>th</sup> June, 12.30-1.30pm

*Highlights:* Panel includes Ann Chow, National Archives, Christopher New, Senior Lecturer Fashion Design Menswear, Central Saint Martins College of Art and Design and Isabel Saiz, Innovative International Consultant

## **FASHION SHOWS AND EXCLUSIVE OFFERS**

### **4. Ally Capellino & The Gourmand**

*What:* Accessories label Ally Capellino has teamed up with food and culture journal The Gourmand to create an exclusive picnic canvas tote with leather handles

*Where:* The tote bag will be available to buy either online at <http://www.allycapellino.co.uk> or at the three Ally Capellino London stores: 9 Calvert Avenue E2 7JP, 312 Portobello Road W10 5RU, 11 New Cavendish Street, W1G 9UD

*When:* Available from 12<sup>th</sup> June

*Highlights:* Embossed with the Ally Capellino and The Gourmand tags, the bag has a keep-cool insulated reflective lining, two internal bottle-friendly sleeves and a front pocket for extra storage (RRP £185)

### **5. Aspinal of London**

*What:* To celebrate London Collections Men SS16 Aspinal of London will be offering complimentary embossing on all men's products purchased between the 12<sup>th</sup> and 15<sup>th</sup> June

*Where:* Aspinal of London throughout its 18 UK stores

*When:* 12<sup>th</sup> – 15<sup>th</sup> June

*Highlights:* A selection of leather bags and accessories, making the ideal gift for Father's Day

### **6. Fashion Crawl on Duke Street**

*What:* To celebrate London Collections Men SS16, four stores on Duke Street will be offering special discounts on their collections during the four-day event

*Where:* Duke Street, London W1U

*When:* 12<sup>th</sup> – 15<sup>th</sup> June

*Highlights:* Duke Street Emporium will have personal shoppers and drinks available in store for clients, E. Tautz will host an exhibition from photographer Kane Hulse entitled *Havana*, Penelope Chilvers will do a sale preview and Private White V.C will offer a 20% discount to all guests of the Duke Street Fashion Crawl

#### **7. Jermyn Street, St James's**

*What:* Jermyn Street, St James's will be showcasing a live catwalk show along Jermyn Street featuring over 20 St James's brands to showcase the very best of the area in a modern and fresh way

*Where:* Jermyn Street, London

*When:* Saturday 13<sup>th</sup> June, three shows open to the public at 12pm, 12.45pm and 1.30pm. Seating allocation on [www.stjameslondon.co.uk](http://www.stjameslondon.co.uk) on a first come first served basis

*Highlights:* Styled by Darren Kennedy, the show will feature brands including Barbour International, Budd Shirtmakers, John Lobb, Osprey, Sunspel, Tiger of Sweden and Turnbull & Asser

#### **8. Selfridges & House of Holland**

*What:* Selfridges will be celebrating the launch of House of Holland's first ever menswear collection during an in store event allowing customers to shop the brand new SS16 menswear collection as well as exclusive products

*Where:* Contemporary Space, 1<sup>st</sup> Floor, Selfridges, 400 Oxford Street, W1A 1AB

*When:* Monday 15<sup>th</sup> June 2015, 2-6pm

*Highlights:* Henry Holland will be making a personal appearance with a special guest DJ

#### **9. Seven Dials Celebrates London Collections Men**

*What:* Seven Dials in Covent Garden, will be celebrating London Collections Men with a day of exclusive in-store offers, activities, giveaways, drinks, DJs and experiential activities

*Where:* Seven Dials, Covent Garden, London

*When:* Thursday 11<sup>th</sup> June 2015

*Highlights:* Finisterre will be giving complimentary coffee with every purchase, Fixation London will offer 20% off bikes, Franklin & Marshall will be giving away free drinks in-store, the first 50 shoppers at Fred Perry will be receiving a wallet, Larsson & Jennings flagship store will create personalised limited edition watches, Loft Design By will be offering Prosecco throughout the day and much more!

### **FOOD AND DINING**

#### **10. Afternoon Tea at 108 Brasserie**

*What:* A men's afternoon tea especially adapted to the masculine palate to coincide with London Collections Men and Father's Day. Priced at £28 per person, the afternoon tea will offer a masculine twist on a British tradition

*Where:* 108 Brasserie, 108 Marylebone Lane, London W1U 2QE

*When:* From 12<sup>th</sup> June

*Highlights:* A pint of Guinness will accompany a grilled rib eye steak sandwich with blue cheese sauce and grilled onions, Welsh rarebit, free range pork and black truffle sausage roll and crab on toast as well as a lemon meringue pie, rhubarb and custard filled doughnuts, a banoffee shot and a peanut butter and chocolate cupcake

-ENDS -

[londoncollections.co.uk](http://londoncollections.co.uk)

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**For access to official video and image content from London Collections Men register with our media portal:** [britishfashioncouncil.rightster.com](http://britishfashioncouncil.rightster.com) and for all enquiries contact: [fashion@rightster.com](mailto:fashion@rightster.com) | +44 (0) 20 7183 4545

**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; BFC Contemporary sponsored by eBay; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. 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.

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