

LONDON FASHION WEEKEND

24-27 SEPTEMBER 2015

PRESS RELEASE

6th MAY 2015

LONDON FASHION WEEKEND MOVES TO THE ICONIC SAATCHI GALLERY, DUKE OF YORK SQUARE, KING'S ROAD

The British Fashion Council (BFC) is delighted to announce a new iconic home for London Fashion Weekend, its consumer fashion festival. This September the 30th edition of the UK's renowned biannual luxury fashion event will move to the esteemed Saatchi Gallery in Duke of York Square, just off London's historic King's Road. London Fashion Weekend gives guests the London Fashion Week experience with catwalk shows, talks, pop-up events and designer shopping.

Caroline Rush, Chief Executive British Fashion Council said: *"This summer we want to drive support for a city wide celebration of our fantastic British fashion industry. In September London's creativity will be on the catwalk. From shows at London Fashion Week in Soho to shows at London Fashion Weekend in Chelsea, we are spreading our footprint across the city and we urge you not to miss it!"*

London Fashion Weekend, a biannual event run by the BFC takes place in February and September showcasing the best of British and international fashion; helping to secure the relationship between the high-end designer fashion industry and consumers from around the world. From discussions and talks with fashion editors, stylists and designers; health and beauty pop ups; trend and designer catwalk shows to designer shopping at exclusive prices, London Fashion Weekend interacts and engages 32,000 visitors a year offering a unique 360° experience of a sector that is worth £26 billion and employs 800,000 people in the UK alone.

London Fashion Weekend takes place from 24 – 27 September 2015. Tickets will be available from the 12th May via www.londonfashionweekend.co.uk

The generosity and commitment of our sponsors is more vital than ever. Please help us by acknowledging their support for London Fashion Weekend September 2015: Official

Sponsors, Canon, Lavazza Coffee, Marks & Spencer, The May Fair Hotel, Maybelline New York, Scavi + Ray, Sunglass Hut, Swatch and TONI&GUY.

ENDS

For all PR enquiries please contact

Lucyhirsch@thisission.com & Emmdearden@thisission.com

Notes to Editors

London Fashion Weekend is organised by the British Fashion Council

Twitter: @LFWEnd , Hashtag: #LFWEnd

OPENING TIMES

Thursday 24th September 2015, 11am – 9pm

Friday 25th September 2015, 10am – 8pm

Saturday 26th September 2015, 9:30am – 9pm

Sunday 27th September 2015, 11am – 6pm

London Fashion Weekend takes place from Thursday 24th September – Sunday 27th
September –Saatchi Gallery

All tickets Available at: thelondonfashionweekend.co.uk

London Fashion Weekend is organised by the British Fashion Council and marketed by SME
London Ltd

Notes to editors

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.

Duke of York Square offers an unrivalled range of international fashion, food, beauty and culture – with the iconic Saatchi Gallery at its heart. An oasis fusing classic architecture and history with contemporary design,

Duke of York Square has over 30 fashion and lifestyle retailers - including one of Europe's largest Zara stores and the Monica Vinader, Mary Quant, Liz Earle and Richard Ward flagships. The Square is also a gourmet destination, offering seven restaurants and cafes all with al fresco dining space. It also hosts one of London's best open air fine food markets every Saturday. Located on the Kings Road, a 5 minute stroll from Sloane Square tube station, the former home to the Duke of York's army barracks offers a perfect traffic-free haven to rest, relax and feel far away from the hustle and bustle. dukeofyorksquare.com – follow @DOYSQ on Twitter, Facebook or Instagram