

# LONDON SHOW ROOMS

**PRESS RELEASE**

**26 JUNE 2015**

**LONDON SHOW ROOMS MEN PARIS SS16 LAUNCHES WITH OPENING COCKTAILS HOSTED BY THE BRITISH FASHION COUNCIL, JEFFERSON HACK, ROBBIE SPENCER AND ISABELLA BURLEY**

This afternoon the British Fashion Council (BFC), Jefferson Hack, Robbie Spencer and Isabella Burley celebrated the launch of LONDON show ROOMS Men SS16 in Paris with a cocktail reception attended by press, buyers, industry influencers and the designers showcasing their collections.

Jefferson Hack, who hosted the Opening Reception of the LONDON show ROOMS last season, co-hosted the event today with Dazed's Robbie Spencer the newly appointed Creative Director and Isabella Burley the newly appointed Editor in Chief.

Over the next four days, the 19 designers showing their SS16 collections, which were first presented during London Collections Men SS16, are: **Agi & Sam, Alex Mullins, Bobby Abley, Casely-Hayford, Christopher Shannon, Craig Green, Diego Vanassibara, E. Tautz, Edward Crutchley, James Long, Kit Neale, Lee Roach, Lou Dalton, Maharishi, Sibling, Todd Lynn, Vidur** and **MAN** designers **Liam Hodges** and **Rory Parnell-Mooney**.

Launched in 2010, LONDON show ROOMS Men is a strategic element of the BFC's support and mentoring scheme, providing a unique opportunity for emerging British designers to promote themselves outside of London. The initiative has grown season on season, galvanising high profile media support for London's hottest menswear rising stars including Astrid Andersen, Christopher Kane, Christopher Raeburn, J.W. Anderson and Nasir Mazhar. Designers are selected based on optimum opportunity to engage local media, retailers, stylists and the broader fashion communities around the globe. The project is co-directed by Anna Orsini, Strategic Consultant and Barbara Grispi, Curator and Designer Brand Development Consultant from the British Fashion Council.

This season, the BFC is delighted to announce that Penhaligon's, the official London Collections Men supplier will also be present at LONDON show ROOMS in Paris with its new fragrance, Penhaligon's No.33.

LONDON show ROOMS Men runs from **Friday 26<sup>th</sup> to Tuesday 30<sup>th</sup> June 2015, 10am to 8pm** (closing at 7pm on 30<sup>th</sup> June) at **Le Loft – 3 Cour Bérard – Impasse Guéménée (off 28 rue Saint Antoine) – Paris 75004**.

For appointments to see the collections and meet with the designers please contact Michalis Zodiatis, PR Executive, [michalis.zodiatis@britishfashioncouncil.com](mailto:michalis.zodiatis@britishfashioncouncil.com), +44(0)207 759 1989 | +44(0)742 845 4358

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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; 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 show ROOMS is supported by the European Regional Development Fund and UK Trade & Investment.

LONDON show ROOMS Women was launched in 2008 and has supported designers including Christopher Kane, David Koma, Mary Katrantzou and Simone Rocha.

MAN is a joint partnership between TOPMAN and Fashion East. Established in 2005, MAN strives to promote and support young British menswear talent offering young designers the chance to show during London Collections Men and at the LONDON show ROOMS.

**Dazed Group** was established in 1991. It is the world's leading independent fashion and culture media group.

**Dazed** is an independent British fashion and culture magazine, with a longstanding reputation for ground breaking photography and agenda-setting editorial, founded by Jefferson Hack and Rankin in 1992. [Dazeddigital.com](https://Dazeddigital.com), is the global home of radical fashion and youth culture. Dazed is committed to empowering youth through creativity and championing next generation talent.