

LONDON SHOW ROOMS

AT / TRANOÏ WEEK

PRESS RELEASE

7TH SEPTEMBER 2017

LONDON show ROOMS LAUNCHES PARTNERSHIP WITH TRANOÏ AS PART OF TRANOÏ WEEK

The British Fashion Council (BFC) is delighted to announce that LONDON show ROOMS Paris is collaborating with TRANOÏ on the first edition of TRANOÏ WEEK during Paris Fashion Week, from 27th September to 3rd October 2017. The new showroom will be located at the **VNH Gallery, 108 rue Vieille du Temple in Le Marais, 75003 Paris**; a hybrid between a showroom, art gallery and a trade show, this new showcase will put the spotlight on almost 30 international and French fashion designers. Other partners of TRANOÏ WEEK at the VNH Gallery include the K-FASHION Project and ETHIPOP.

The new partnership between LONDON show ROOMS and TRANOÏ WEEK sees the strength and depth of London's fashion community showcased at the VNH Gallery. 16 designers have been selected to be part of LONDON show ROOMS at TRANOÏ WEEK this season:

ALIGHIERI - DILARA FINDIKOGLU - EUDON CHOI - LUNA DEL PINAL - MARTA JAKUBOWSKI - MIMI WADE - NABIL NAYAL - RICHARD MALONE - RICHARD QUINN - ROBERTA EINER - RYAN LO - SADIE WILLIAMS - SAMUEL Guì YANG - THE-SIRIUS FASHION EAST: ASAI - SUPRIYA LELE

Since 2008, the British Fashion Council's LONDON show ROOMS has provided a unique opportunity for selected British designers to promote themselves outside of London in a pop-up showroom that sits as a strategic element of the BFC's support and mentoring scheme. Now in its 9th year, the initiative continues to grow season on season, supported by Sarah Mower, BFC Ambassador for Emerging Talent, who takes the lead in galvanising high profile media support for London's brightest rising stars.

Caroline Rush CBE, CEO British Fashion Council: *"We are excited to announce the new positioning of the British Fashion Council's LONDON show ROOMS as a part of TRANOÏ WEEK, reinforcing our showroom's place at the heart of Paris Fashion Week. This new partnership will see us working together to reach new audiences to the benefit of some of London's most exciting emerging designer businesses."*

David Hadida, CEO TRANOÏ: *"TRANOÏ WEEK's very first edition kicking off with a new partnership with LONDON show ROOMS? What more could we expect! We are proud to support London's best talent and are determined to serve their creativity with the exposure it deserves."*

Access to TRANOÏ WEEK is exclusively reserved for buyers and press. A shuttle service will be set up specifically between the TRANOÏ sites and the VNH Gallery, to facilitate access to both venues. TRANOÏ WEEK's second edition is already scheduled for January 2018 (18th - 23rd January).

- ENDS -

LONDON show ROOMS at TRANOÏ WEEK

27th September – 3rd October 2017

VNH Gallery

108 rue Vieille du Temple

75003 Paris

For appointments to see the collections and meet with the designers please contact:

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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 BFC Fashion Film; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. The BFC supports Boden's Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.

LONDON show ROOMS provides a unique opportunity for emerging British designers to promote themselves outside London. The pop-up showroom is a strategic element of the BFC's support and mentoring scheme. The BFC launched LONDON show ROOMS in 2008, taking emerging talent to Paris during Paris Fashion Week to sell in a showroom environment. It has then travelled to cities such as Hong Kong, Los Angeles, New York and Sao Paulo. The initiative was an instant success and has grown season on season, supported by Sarah Mower, BFC Ambassador for Emerging Talent, who took the lead in galvanising high profile media support for London's brightest rising stars. LONDON show ROOMS is supported by the European Regional Development Fund and the Department for International Trade.

TRANOÏ Four times a year during Paris Fashion Week, the TRANOÏ fashion trade show takes place in prestigious venues and establishes a relationship between creativity and business. TRANOÏ, which means "between us" in Italian, is an artistic platform that gathers and curates the very best of avant-garde and progressive designers as well as contemporary and leading brands, and puts them in the hands of the most influential players in the fashion industry. More than a commercial gathering, TRANOÏ features artistic installations, runway shows, parties and an array of events which inspire dreams and desires that are inherent to fashion.

TRANOÏ WEEK In addition to LONDON show ROOMS, TRANOÏ WEEK will partner with K-FASHION PROJECT Paris and ETHIPOP. After a successful presentation at the Colette concept-store in July, the selection of Korean designers of 'K-FASHION PROJECT Paris' returns. This project is brought to life and selected by the Korea Research Institute for Fashion Industry, the Korea Fashion Association, VOGUE Korea, Colette and the TRANOÏ team and presents 5 outstanding designer finalists: MOON J, KYE, TIBAEG, BEYOND CLOSET, GENERAL IDEA. Presented first as an art installation and then in showroom format at the VNH Gallery, the 'K-FASHION PROJECT Paris' collective fashion show will be presented at the Palais de la Bourse on Saturday 30th September at 6:30PM.

For this first edition, the French collective ETHIPOP has also collaborated with TRANOÏ WEEK. This innovative accelerator of talented designers focuses on three topics in the creative industries: preservation of know-how, environmental sustainability and projects with social impact. The following designers will be present from ETHIPOP: ABOUT A WORKER, ALTER ERA, BELTZ and DARRIS.

Finally, four additional designers will be joining TRANOÏ WEEK: ADULT, ARMANDO TAKEDA, CAITLIN PRICE and SADIE CLAYTON