

LONDON FASHION WEEK

13-17 SEPTEMBER 2019

PRESS RELEASE

15th August 2019

House Of Holland & self-portrait to stage public-facing shows at London Fashion Week

The British Fashion Council (BFC) is delighted to announce that **House Of Holland** and **self-portrait** will be taking part in the new London Fashion Week format that sees the internationally recognised event open its doors to the public from September 2019.

House Of Holland and self-portrait will host public-facing shows on Sunday 15th September to present their current AW19 collection to London Fashion Week ticket holders at three different time slots; 10am, 12.30pm and 3pm.

Earlier in July, the BFC announced that the London Fashion Week schedule will facilitate two audiences. The trade audience will attend on schedule catwalk shows and presentations routinely across the 5 days of London Fashion Week from 13th – 17th September 2019. The public audience is able to purchase tickets to an immersive London Fashion Week experience taking place at the official London Fashion Week Hub; Standard tickets are priced at £135 and Front Row tickets at £245 and can be purchased [here](#). The experience includes catwalk shows, on **Saturday 14th** and **Sunday 15th September 2019**; creative installations, industry-led talk panels from experts offering unparalleled insights to the fashion industry, the DiscoveryLAB, an experiential space where fashion meets art, technology and music and a newly relaunched Designer Exhibition, which will fully embrace #PositiveFashion, the BFC's initiative designed to celebrate industry best practice and encourage future business decisions to create positive change. The Designer Exhibition will be open to both the trade and public audience and will be the place where guests discover new creative brands and progressive designers, explore compelling stories and learn about how the fashion industry can be used as a force for change.

The full line-up of catwalk shows, talks and designers taking part in the Designer Exhibition will be announced in the next few weeks.

House Of Holland is Henry Holland's eponymous brand. Henry designs with a London girl aesthetic in mind and is continually inspired by the variety of attitudes, cultures and mindsets that exist throughout the UK and the capital. The House Of Holland girl is cool, confident and savvy and wears labels without letting them wear her. House Of Holland was launched in February 2008 to critical acclaim. Now in the brand's 11th year, House Of Holland is firmly established in the international fashion arena with a cult following and an impressive roster of premium stockists. House Of Holland will also host a catwalk show to trade professionals on Saturday 14th September.

Launched in 2013 by London-based Malaysian-born Han Chong, **self-portrait** is a contemporary womenswear brand, designing luxury fashion with an accessible price point. self-portrait has enjoyed unprecedented success, cornering the market in occasion dressing with its signature styles include feminine silhouettes, experimentally textured pieces, and high quality fabrics such as lace. Chong's aim is to offer great design and quality, at an honest price point, to a wider audience. Popular with celebrities including Michelle Obama, the Duchess of Sussex, Beyoncé and Zendaya. self-portrait is currently stocked online and in stores globally. Self-portrait will also host a catwalk show to trade professionals as part of New York Fashion Week on Saturday 7th September.

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To be part of the new London Fashion Week format and buy tickets click [here](#).

The London Fashion Week trade schedule is now live [here](#).

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ABOUT BRITISH FASHION COUNCIL

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/Vogue Designer Fashion Fund, BFC/GQ Designer Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. 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 creativity and innovation in the fashion industry: The Fashion Awards.