

LONDON FASHION WEEK

13-17 SEPTEMBER 2019

PRESS RELEASE

5th September 2019

London Fashion Week Opens Its Doors to the Public and Announces Full Line-Up

Today, the British Fashion Council (BFC) is thrilled to announce the full catwalk schedule for the public facing shows at London Fashion Week this September.

ALEXACHUNG

Saturday 14th September

House of Holland & self-portrait

Sunday 15th September

Alongside the catwalk line-up, London Fashion Week ticket holders will also have access to panel discussions with key industry figures, who will share unprecedented insight to the fashion industry. Speakers include:

Billy Porter

Tony and Grammy Award winning Entertainer and Actor

Eva Chen

Instagram, Director Fashion Partnerships

Henry Holland

House of Holland, Creative Director

Laura Brown

InStyle USA, Editor in Chief

Laura Weir

ES Magazine, Editor in Chief

Lindsay Peoples Wagner

Teen Vogue, Editor-in-Chief

As part of the new public-facing London Fashion Week proposition, the BFC has curated a Positive Fashion Designer Exhibition which will fully embrace #PositiveFashion, the initiative designed to

celebrate industry best practice and encourage future business decisions to create positive change. #PositiveFashion is led by three key pillars: **Sustainability, Equality & Diversity, Craftsmanship & Community**; each brand showcasing in the Designer Exhibition answers to one or more of those pillars.

The BFC is today delighted to announce the designer brands and partners taking part in the Positive Fashion Designer Exhibition, which is open to both the trade and public audiences and is thrilled to give them a platform to tell their compelling stories and educate the audience on how the fashion industry can be used as a force for change*.

Ancuta Sarca

Arch & Hook BLUE

Azura Lovisa

BRIA

CHOOSE LOVE

DHL

Duran Lantink

ERIKA MAISH

Felder Felder

Foot Locker

Graduate Fashion Week Presents: *Hannah Stote, Janislav Solovjov, Mariah Esa and Sally*

Larabar

Mankee

GROUNDTRUTH

Hanna Fiedler

MARTINA SPETLOVA | MWOVEN

Paolo Carzana

Patrick McDowell

RE;CODE

Seoulista Beauty

Stay Wild Swim

Stephen Webster – The story of London's Jewellery Hub

#TOGETHERBAND

Continued

TRASHMag Curates: Adam Jones, Alisa Ruzavina, Ben Sumpter, CONGREGATION Design, Coup, HERO, Hurtence, Leo Carlton, Lylies, Natalie Zipfl, Sophie Hird

**Please refer to Editors Note at the bottom of the release for information on all the above brands*

We are also delighted to introduce a new format to the previously known NEWGEN Pop-Up Showroom, in the form of a retrospective of key looks from all our NEWGEN designers to represent their brand.

**A-COLD-WALL* | Ahluwalia Studio | Alighieri | Art School | ASAI
Bethany Williams | Bianca Saunders | Charles Jeffrey LOVERBOY | Eftychia (ONE TO WATCH)
Halpern | Isosceles | Matty Bovan | Nicholas Daley | paria/Farzaneh
Per Götesson | Richard Malone | Richard Quinn | Roker
Stefan Cooke | Supriya Lele**

For the very first time, the United Nations will bring the 17 Sustainable Development Goals, also known as The Global Goals to London Fashion Week. The Goals are a universal route map and call to action to end poverty, protect the planet and ensure that every global citizen enjoys peace and prosperity by 2030. The #TOGETHERBAND tapestry installation will be part of the Positive Fashion Exhibition, to introduce the London Fashion Week audience to the goals.

The generosity and commitment of our sponsors, suppliers and supporters is more vital than ever. Please help us by acknowledging their support for London Fashion Week September 2019: Official Sponsors: Evening Standard, JD.COM, INC., LAVAZZA, LetsBab, Mercedes-Benz, NIVEA, The May Fair Hotel, The Store X, TONI&GUY, WANG MAO, Official Suppliers: Bags of Ethics, Bare Minerals, DHL, evian, Fashion & Beauty Monitor, The Gel Bottle, Getty Images, Instagram, Laräbar, Launchmetrics, S by Sloggi, With thanks to Propress, Seoulista Beauty and our Official Supporters: The Department for International Trade, The European Regional Development Fund and The Mayor of London.

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](#)

For up to the minute London Fashion Week schedule changes download the LetsBab app now [here](#)

- ENDS -

londonfashionweek.com

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For London Fashion Week press enquiries please contact:

Michalis Zodiatis, Senior Communications Manager, British Fashion Council
michalis.zodiatis@britishfashioncouncil.com | +44 (0) 20 7759 1989

Emma Frisby, PR Executive, British Fashion Council
emma.frisby@britishfashioncouncil.com | +44 (0) 20 7759 1950

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.

BFC Positive Fashion Designer Exhibition Brands & Partners

Ancuta Sarca

Pillars: Sustainability

Key Focus: Upcycling

About: Ancuta Sarca is a London based designer that has gained international recognition after upcycling old NIKE trainers and vintage kitten heels, creating hybrid sport-meets-chic repurposed footwear collection.

PR Contact: Ancuta Sarca - info@ancutasarca.com

Arch & Hook BLUE

Pillars: Sustainability

Focus: Regenerated Ocean Plastic

About: Arch & Hook BLUE will be launching at London Fashion Week the first hanger made from regenerated Marine Plastics, a solution for plastic pollution in the oceans. Arch & Hook and Roland Mouret will launch the SWITCH to BLUE campaign at London Fashion Week this September, asking designers and brands to move from existing plastic hangers to hangers made by Arch & Hook which are developed from 80% marine plastic which is harvested from oceans and waterways and actively removes plastic waste from the environment and minimises additional production. The British Fashion Council and Roland Mouret contacted British designers at the

beginning of the summer and asked them to SWITCH to BLUE and replace sample hangers from a single use plastic solution with no circular life cycle, to Arch & hook marine plastic hangers and to come together as an industry and be a catalyst for global change.

PR Contact: Chelsea Papish chelsea@hooton.co

Azura Lovisa

Pillars: Sustainability and Community & Craftmanship

Key Focus: Sustainable Fabrics, Slow Fashion

About: Azura Lovisa's latest collection imagines a wardrobe inspired by days exploring the alpine tundra of Northern Sweden. Garments are rendered in colours picked from the tundra's lichen-painted rocks, and crafted from ramie, horsehair, and hemp-linen blends, all-natural fibres sustainably produced by mills that strive to innovate yet preserve traditional techniques. Azura Lovisa produces quality garments in limited quantities for a timeless and treasured wardrobe.

PR Contact: Azura Wanmann - info@azuralovisa.com

BRIA

Pillars: Sustainability

Key Focus: Technology, Digital Innovation

About: BRIA is a London-based materials innovation agency aiming to transform the way fashion is designed and manufactured. BRIA have invented technology to drastically reduce textile waste using hyper-realistic 3D design software and fitting digital toiles and samples on custom avatars. This allows designers to develop and fit designs more quickly and accurately, using real textile textures, drape and stretch, digitally. The 3D designs are then exported as patterns for traditional garment manufacturing, thereby eliminating all textile waste from the design and development phase.

PR Contact: Brooke Roberts-Islam - brooke@brinnovationagency.com

CHOOSE LOVE

Pillars: Community & Craftmanship

Key Focus: Aid, Charity

About: Help Refugees goes where the need is greatest in the world. The team goes into incredibly difficult situations and provides aid such as search and rescue boats, food or safe spaces, secure long-term housing. Since 2015, they have supported over 100 incredible projects, in 14 countries and helped almost 1 million people. At London Fashion Week they will retail their new CHOOSE LOVE collection, featuring brand new designs from 11 designers, including names like Hillier Bartley, RAEBURN, RIXO, Sophia Webster, designed are printed on organic cotton, climate neutral T-Shirts, with all profits going to support Help Refugees vital work.

PR Contact: Philli Boyle - philli@helprefugees.org

DHL

Pillars: Sustainability

Key Focus: Green Logistics and Digital Innovation

About: DHL continues to support up-and-coming British Fashion designers helping them achieve their potential and take their business globally. As international logistic experts DHL can help designers take designs to new, international markets through their extensive experience in the fashion sector working with some of the most prominent designers around. DHL's expert team will be in the Positive Fashion Exhibition, all designers are welcome to drop by to see how DHL can help their business' realise their international potential. The team can assess business websites and help identify key areas of improvement to open up new doors to international markets. Lastly, DHL, in association with the British Fashion Council, has commissioned a White Paper highlighting the importance of sustainability in the fashion industry. The paper provides businesses with easy to follow recommendations ensuring positive fashion remains at the heart of the industry.

PR Contact: Karthik.ramulu@dhl.com

Duran Lantink

Pillars: Sustainability

Focus: Upcycling, Zero Waste

About: In response to over consumption in fashion, Duran approaches fashion with a DIY attitude, upcycling discarded luxury garments and deadstock to produce his collections. Duran will be showcasing latest fashion film 'Cut and Shut' shot by Nick Knight, SHOWstudio.

PR Contact: Duran Lantink - duranlantink@gmail.com

ERIKA MAISH

Pillars: Sustainability

Focus: Sustainable Fabrics, Recycling

About: With a resourceful approach to her collection, Erika challenges ideas around traditional clothing construction, using found materials and objects to create new textiles. Erika will present pieces from her graduate collection made from can tabs that are rejected from factories around the US.

PR Contact: Erika Maish - emaish@gmail.com

Felder Felder

Pillars: Sustainability

Focus: Sustainable Fabrics

About: Felder Felder aim to merge sustainability with style in their collections, each piece has a story ranging from textile innovations and repurposing to working with new biodegradable developments. Daniela and Annette Felder will showcase a selection of their "Ecouture" designs for Positive Fashion, bringing together red-carpet luxury and environmental consciousness. With garments made from natural fabrics, such as pineapples, wild rubber from the Amazonian Rain Forest and vegan silk.

PR Contact: Annette Felder - annette@felderfelder.com

Foot Locker

Pillars: Craftsmanship & Community

Key Focus: Sustainable brands and Hand-Crafted Techniques

About: During London Fashion Week Foot Locker will be working with skater owned unisex clothing, embroidery and skateboard company operating out of its workshop in Margate. At Palm Bay Skates all printing and embroidery takes place in house and all products are made in limited runs of clothing, using eco-friendly inks and UK fabric suppliers. Foot Locker will also be retailing a number of sustainably focussed brands including Nike and adidas.

PR Contact: Jillian.Reilly@mcsaatchi.com

Graduate Fashion Week Presents: Hannah Stote, Janislav Solovjov, Mariah Esa and Sally Mankee

Pillars: Sustainability

Focus: Sustainable Fabrics, Zero Waste

About: Graduate Fashion Week will be presenting 4 award winning designers from GFW19, each presenting sustainable collections, that explore new eco-friendly textile development, digital pattern cutting and zero waste production techniques.

PR Contact: Nicola Hitchens - nicola@graduatefashionweek.com

GROUNDTRUTH

Pillars: Sustainability

Key Focus: Recycling

About: Producing 100% recycled plastic travel goods launching September 2019.

PR Contact: Sophia Scott - sophia@groundtruth.global

Hanna Fiedler

Pillars: Community & Craftmanship

Key Focus: Made in Great Britain, Made to Order and Tailoring

About: Working with a small-scale network of manufacturers across the UK, traditional tailoring methods and a minimalist aesthetic merge to create high-quality garments with all natural fibers, such as organic cotton, silk and wool whilst supporting local British craftsmanship. All fabrics are sourced from European mills, which together with the local production minimize the carbon footprint of the company. The garments speak of durability, quality, and craft. There is a commitment to minimize waste and inspire customers to embrace a more conscious relationship with their garments.

PR Contact: Maria Jose Contreras - mjc@hannafiedler.com

Larabar

Pillars: Community & Craftmanship

Key Focus: Mental wellbeing and Vegan Ingredients

About: London Fashion Week SS19 sees the return of the tastiest partnership to hit the Capital, as cult snack LÄRABAR reunites with the British Fashion Council to sustain fashionistas during one of the busiest weeks of the year. Since its UK launch in early 2019, LÄRABAR, the original fruit and nut bar, has made its mark with a real food option that feeds your mind, body *and* spirit. Founded by female entrepreneur Lara Merriken, the brand has one goal in mind; providing people with delicious tasting and real 'food made from food'. Each bar is vegan, gluten free and contains no added flavours or sugar, and contains fewer than six ingredients, offering consumers a truly Less is Moreish treat. LÄRABAR can be found at LFW's Designer Showroom providing guests with a much-needed 'mindful moment' as well as running yoga sessions and hosting a talk with female entrepreneur and positive fashion activist Natalie Glaze.

PR Contact: larabar@haygarth.co.uk

MARTINA SPETLOVA | MWOVEN

Pillars: Sustainability and Craftmanship & Community

Key Focus: Hand-Crafted Techniques, Transparency, Technology, Digital Innovation

About: Martina is committed to ethical sourcing throughout her supply chain. She partners with sustainable suppliers, and her chrome-free leather is hand woven by Syrian artisan refugees in a women's social enterprise. Martina has partnered with Provenence, incorporating cutting-edge blockchain technology to all her accessories. Each bag comes with a scannable chip detailing its materials, sourcing and processes, to provide a fascinating digital life story for each piece.

PR Contact: Martina Spetlova - martina@martinaspetlova.com

Paolo Carzana

Pillars: Sustainability

Key Focus: Upcycling

About: Paolo Carzana, previous British Fashion Council scholar will present his latest work 'The Another World Project'. Working with the leftover materials from his BA collection and taking inspiration from these silhouettes, Paolo has created a series of healing dolls made up of sustainable materials including Pineapple Leather, Bamboo Silk and second-hand bed sheets, which have been over-dyed in natural homemade pigments. The dolls will be donated as a positive symbol of hope to LGBTQ+ charities AKT Charity, England, Pride Cymru, Wales and Ospedale Niguarda, Italy who are working to support Homeless LGBTQ+ youth.

PR Contact: Paolo Carzana - paolocarzana@mail.com

Patrick McDowell

Pillars: Sustainability

Key Focus: Upcycling

About: Sustainability is at the core of Patrick's practice, as he strives to reinvent luxury through a sustainable mindset. Crafted from reclaimed fabrics, organic yarns, and ethically produced materials, his pieces are designed and made in England. He is a strong advocate for reducing fashion's global impact through designing with moral practice. Patrick will be presenting his second collection, 'Firefighting Aunties' crafted from reclaimed Burberry offcut fabric and repurposed Swarovski crystals.

PR Contact: Patrick McDowell - info@patrickmcdowell.co.uk

RE;CODE

Pillars: Sustainability

Key Focus: Upcycling

About: RE;CODE was launched in 2012, for the concern of overstock created by fashion industry. RE;CODE is an up-cycling brand that provides a new life and gives new value to the discarded products.

PR Contact: Ally Hwang - chaeyoung_hwang@kolon.com

Seoulista Beauty

Pillars: Sustainability and Equality & Diversity

Key Focus: Biodegradable and Representation in Beauty

About: Organic face masks made of Bio-Cellulose, an alternative to cottons and gel-based market standards. The Seoulista Beauty® skincare range is free from parabens, mineral oil, sulphates and artificial colours. The products are cruelty free and never tested on animals. Guests of London Fashion Week will be able to book in for facials over the weekend and there will also be facial tutorials using diverse skin tone models.

PR Contact: Cassie Wilson - cassie.wilson@seoulistabeauty.com

Stay Wild Swim

Pillars: Sustainability and Equality & Diversity

Key Focus: Ocean Pollution/Plastics and Body Positivity

About: Swimwear made from regenerated ocean plastic in body positive styles, using sustainable materials created from a smart techno-fabric, ECONYL® which is regenerated nylon. ECONYL® is made from ocean and landfill nylon waste such as fishing nets, industrial plastic and other discarded fabric scraps. It's the same as brand new nylon and can be recycled, recreated and remolded again and again removing the need for new resources in creation of the swimwear.

PR Contact: Natalia Glaze - hello@staywildswim.com

Stephen Webster – The story of London's Jewellery hub

Pillars: Craftmanship & Community

Key Focus: Hand Crafted, Traditional Skills

About: For London Fashion Week, Stephen Webster will curate a Jewellery Hub to celebrate and champion the Hatton Garden jewellery district, highlighting the importance of the long-standing community and jewellery institutions that make up Hatten Garden. Live demonstrations will take place across the week to bring to life the skilled craftmanship of Wax Carving, Engraving and Setting.

PR Contact: Joanna Taylor - joanna.taylor@stephenwebster.com

#TOGETHERBAND

Pillars: Equality & Diversity and Craftmanship & Community

Focus: Awareness, Charity

#TOGETHERBAND is a campaign from British sustainable accessories brand BOTTLETOP that aims to engage a billion people globally through 17 ethically produced friendship bands in the colours of the Global Goals. Made from upcycled Ocean Plastic and recycled steel from seized illegal firearms, the production of the bands generates skills and livelihoods for female artisans in Nepal. Every pack contains two bands (one to wear and one to share) to spread the word about the Goals. Funds generated from sales of the bands will go to projects that directly benefit each Goal.

PR Contact: Nick Spensley - nick@bottletop.org

TRASHMag Curates

Pillars: Sustainability

Key Focus: Recycling, Upcycling, Sustainable Fabrics

About: TRASHMag highlights that there are alternatives to both fast fashion and throwaway luxury, championing designers and artists who work with recycled materials or those that come from nature itself. The physical product is printed on recycled paper, using vegetable-based inks finished off with a cellulose gloss on the cover. It's 100% biodegradable. TRASHMag curates will be showcasing collection from 12 emerging designers including, Adam Jones, Alisa Ruzavina, Ben Sumpter, CONGREGATION Design, Coup, HERO, Hurtence, Leo Carlton, Lylies, Natalie Zipfl, Sophie Hird.

PR Contact: Francesca Harling - chekii@trash-magazine.com