

# LONDON FASHION WEEK FESTIVAL

## 16-17 FEBRUARY 2019

### PRESS RELEASE

1<sup>st</sup> February 2019

#### THE BRITISH FASHION COUNCIL INTRODUCES LONDON FASHION WEEK: INSIDERS

The British Fashion Council (BFC) is delighted to introduce a brand new event format for London Fashion Week Festival; London Fashion Week: Insiders which will provide unrivalled consumer access to London Fashion Week for the first time in its history.

The London Fashion Week: Insiders jam-packed schedule will take place over two days during LFW on the 16<sup>th</sup> and 17<sup>th</sup> of February at The Store X, 180 Strand. There will be see-now, buy-now catwalk shows, industry talks, retail space and consumer experiences.

The BFC are delighted to be working with BBC Earth and 'No Frills' sustainable fashion designer Amy Powney of Mother of Pearl in a partnership to discuss Positive Fashion. In the first event of its kind, this collaboration brings together the global reach of the BBC, the pioneering sustainability strategy of Mother of Pearl and the fashion influence of the BFC to host a talk series on Saturday the 16<sup>th</sup> of February.

The focus of the talks will be centred on the impact the fashion industry has on the planet while highlighting the positive tangible opportunity for sustainable fashion choices and mindful consumer behaviour. The event will be filmed by BBC Earth and content will be published across digital and social platforms ensuring global consumer reach across the BBC and BFC communities. Speakers will be announced in the coming weeks.

The two-day runway preview will see SS19 collections on Sunday from **Fyodor Golan** who will present their *Lost & Found* collection which mixes sporty, surfer details with soft silks and embroidery while also delving into the past with influences from SEGA's Sonic the Hedgehog used to create your favourite childhood pyjamas contemporarily reimagined. **OSMAN** refines his signature cuts and silhouettes with new colours and textures, playing with exuberant layers of ruffles and draping of fabrics on the body, as always, he will showcase cuts that flatter the female form and make a woman feel powerful. A further two designer catwalks for Saturday will be announced in the coming weeks. The talks schedule for Sunday will be led by fashion industry insiders and full schedule will be announced in the coming weeks.

Designer of the moment, British Emerging Talent Womenswear Winner 2018 and winner of the inaugural Queen Elizabeth II Award for British Design 2018, **Richard Quinn** has thoughtfully designed this season's limited edition tote bag. Quinn won the Queen Elizabeth II Award for British Design in February 2018 for his community credentials, opening his print studio to fellow designers and students and his incredible design talent. This exclusive merchandise will only be available from the event and will be given to each guest on arrival.

There are two ticket types available, Insider and Front Row. The Insider grants the ticket holder event access - shopping and experiential activity, a seat at a London Fashion Week: Insiders catwalk show and a fashion industry insider talk, access to the Insiders' lounge, a limited-edition Richard Quinn tote bag and a glass of champagne.

The Front Row grants the ticket holder event access - shopping and experiential activity, a front row seat at a London Fashion Week: Insiders catwalk show, access to a private VIP London Fashion Week lounge, priority seating at a fashion industry insider talk, complimentary champagne, soft drinks and snacks during

your stay and a VIP version of the limited-edition Richard Quinn tote bag filled with lifestyle, fashion and beauty products.

Ticket: Insider (£135) and Front Row (£245).

Tickets are available to purchase [here](#).

LFW: Insiders opens its doors on Saturday 16<sup>th</sup> and Sunday 17<sup>th</sup> of February 2019 at The Store X, 180 Strand, London, WC2R 1EA.

With thanks to our Official Sponsors The May Fair Hotel and TONI&GUY and Official Suppliers Bags of Ethics, Code 8, evian, DHL, Getty Images, Global Blue, Larabar, Lavazza and The Gel Bottle.

**-ENDS-**

For press enquires please contact

**Emma Frisby, PR Executive, British Fashion Council**

Emma.frisby@britishfashioncouncil.com | +44 (0) 20 7759 1950

**@LFW\_Festival #LFWF**

#### **Notes to Editors**

London Fashion Week: Insiders is a pilot, the first of its kind. Bringing the consumer experience to the heart of London Fashion Week this season.

#### **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.

#### **About BBC Earth**

BBC Earth is a global portfolio brand that invites audiences everywhere to engage with the wonders of our universe. We bring amazing premium content, television and experiences to the world across multiple platforms including branded channels, live events, digital and social media, AR/VR, theatrical releases for cinema and giant screen films and consumer products. We believe that celebrating and connecting with our natural world is more important than ever, across nature, science, space and the human race. Along with our partners we are continually innovating to find new stories and experiences to bring insight, enlightenment and fresh perspectives to inspire us to think differently about our world. From the epic to the everyday, BBC Earth brings you face to face with heart-pounding action, mind-blowing ideas and the sheer wonder of being part of this amazing planet we call home.