

# LONDON FASHION WEEKEND

**22-25 SEPTEMBER 2016**

## **PRESS RELEASE**

THURSDAY 7<sup>TH</sup> JULY 2016

### **LONDON FASHION WEEKEND**

**Thursday 22<sup>nd</sup> – Sunday 25<sup>th</sup> September 2016**

**Saatchi Gallery, King's Road, London**

### **THE BRITISH FASHION COUNCIL ANNOUNCES CATWALK DESIGNERS AND PRESENTERS**

*Images are available for download via <https://we.tl/h63Eovh9vh>*

The British Fashion Council (BFC) is pleased to announce that London Fashion Week designers, **J.JS Lee**, **Preen by Thornton Bregazzi** and **SIBLING** will showcase their AW16 collections at the bi-annual **London Fashion Weekend** event at the Saatchi Gallery this September.

London Fashion Weekend welcomes 15,000 people across four-days offering the ultimate fashion experience to consumers; with curated shopping galleries from over 150 international and British brands to catwalk shows, industry talks and style presentations. The event allows consumers to experience the atmosphere of London Fashion Week and gain an insight into the fashion industry. It also gives designer brands the opportunity to meet and build direct relationships with new customers.

SIBLING Co-Founder Cozette McCreery who recently announced they would show their men's and women's collections together in January and June at London Fashion Week Men's said: 'SIBLING are always thrilled to be asked to be part of the London Fashion Weekend catwalk schedule because it means that the public can be part of what is usually an industry only experience. The SIBLING squad can be made up of all types of people young, old, men, women and we are excited to show both our men's and women's collections together, which is a first for LFWeekend!'

Caroline Rush CBE, Chief Executive, British Fashion Council said: 'London Fashion Weekend continues to see significant growth and it has become increasingly more important for brands and designers to connect directly with their customer. London is the only fashion capital to offer this direct to consumer experience and insight into the fashion industry which is worth £28billion to the UK economy.'

London Fashion Weekend will continue to present the Industry Talk Series moderated by Fashion Stylist Martha Ward and Style Presentations styled by ES Magazine's Junior Fashion Editor Jenny Kennedy allowing consumers a further insight into the industry.

**Daisy Lowe**, London Fashion Weekend Ambassador said: 'I am thrilled to continue in my role as Ambassador for London Fashion Weekend in association with the British Fashion Council.

This four day event at the Saatchi Gallery is great for any fashion lover, allowing them exclusive access and insight into the fashion industry. There really is something for everyone from cat-walk shows, industry talks to the best shopping London has to offer.'

**Jack Guinness** and **Laura Jackson** will host the weekend's catwalk shows, with each day dedicated to a different British design talent.

Jack Guinness commented: 'I'm so excited to be part of the BFC's London Fashion Weekend. London has the most dynamic global brands and exciting young talent in the world- and now everyone can be part of the action!'

Laura Jackson said: 'I am thrilled to be part of London Fashion Weekend for the second consecutive season. This September's event is set to be the best consumer fashion experience London has to offer and a must attend event for anyone who loves shopping and style.'

The public event opens its doors on Thursday 22<sup>nd</sup> September until Sunday 25<sup>th</sup> September at the Saatchi Gallery, Duke of York Square on the King's Road.

Tickets are now available online: For full details visit [londonfashionweekend.co.uk](http://londonfashionweekend.co.uk). Packages include Bronze (from £20), Silver (from £45), Gold (from £60), LUXE (from £130) and LUXE Premium (£200).

The generosity and commitment of our sponsors is more vital than ever. Please help us by acknowledging their support for London Fashion Weekend September 2016: Official Sponsors, Lavazza Coffee, MAYBELLINE NEW YORK, Sunglass Hut, Swatch, The May Fair Hotel and TONI&GUY. Official Suppliers of London Fashion Weekend September 2016; Canon and Hoover Ltd.

**-ENDS-**

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**@LFWEnd #LFWEnd**

**Notes to Editors:**

London Fashion Weekend is organised by the British Fashion Council and marketed by SME London Ltd.

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; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. The British Fashion Council supports Boden's Future British initiative. 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 Fashion Awards.