

LONDON FASHION WEEK FESTIVAL

20-23 SEPTEMBER 2018

PRESS RELEASE:

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THE BRITISH FASHION COUNCIL ANNOUNCES LONDON FASHION WEEK FESTIVAL LINE UP

The British Fashion Council (BFC) is delighted to release the line-up of this year's London Fashion Week Festival with a busy schedule of designer catwalks, industry talks, designer shopping and consumer experiences.

The London Fashion Week Festival Designer runway will present AW18 collections from Mother of Pearl, who bring their 'No Frills' fully sustainable, see-now-buy-now collection directly from London Fashion Week to the catwalk on Thursday. Katharine Hamnett will present a catwalk collection on Friday followed by an intimate discussion in the Talks Gallery discussing her career this far, her positioning as a pioneer for sustainable fashion and her brand plans moving forward. On Saturday, popular culture fanatic, Bobby Abley will present his 'Bobbyland', collection in collaboration with Warner Bros. and on Sunday Georgia Hardinge will close the catwalk with her latest collection which pays homage to her classic design of sculptural, easy to wear feminine pieces. Furthermore, Steve Morriss, Senior Fashion Director of LOVE magazine, will be styling the Trend shows.

Millie Mackintosh, fashion, beauty and wellness influencer will curate part of the shopping galleries this season bringing together a mix of established and emerging designers across womenswear and accessories. Erica Davies of The Edited brings her extensive knowledge of interiors to curate a homeware section for the first time at London Fashion Week Festival, bringing together a mix of her favourite brands, while continuing the conversation in the Talks Gallery discussing how to create a home with personality.

This season we introduce an exciting new partnership with Boiler Room's platform LOW HEAT, a channel for local and international artists to share their music and experiment with new creative ideas. In light of this partnership British fashion designer Liam Hodges will collaborate with LOW HEAT to launch an exclusive collection of merchandise available to purchase at London Fashion Week Festival.

The London Fashion Week Festival Talks Gallery returns with a diverse range of subject matters and industry experts including Alice Black Co-director of the Design Museum to discuss co-curating the *Azzedine Alaïa: The Couturier* exhibition with the late designer and telling the story of his life through the garments he so masterfully created from the early 1980s to his most recent collection in 2017. Model, activist and body positive ambassador, Charli Howard discusses body positivity and image in the fashion industry and self-care in the digital age. The Careers in Fashion Talk returns chaired by Glamour's Fashion Director at large, Alexandra Fullerton, who explores opportunities in visual roles in fashion, from set design to art direction with a panel of industry insiders including creative director, Andre Bato, photographer Florian Joahn and his creative partner Jean Paul Paula and set designer Suzanne Beirne. Influencer and author of 'Eat Smart', Niomi Smart, discusses the power of digital influence and using your platform and message responsibly. Women in Fashion will be joining the schedule to discuss representation and accountability in fashion, exploring topics such as the importance of visual diversity and diversity behind the scenes. One-stop style resource, Who What Wear and their beauty sister site Byrdie will be joined by industry friends and familiar social media faces to delve into how we should be using Instagram, beyond the likes.

This season's limited edition London Fashion Week Festival tote bag has been thoughtfully designed by Molly Goddard, winner of the 2018 BFC/Vogue Designer Fashion Fund. This September London Fashion Week Festival consumers will get a unique piece of backstage history from the design which was inspired by the print from this season's crew t-shirts, a limited edition piece of merchandise for the London Fashion Week Festival visitor.

The Molly Goddard limited edition tote bag is included in the Silver, Gold and LUXE ticket packages and a limited number will be available to purchase at the event

London Fashion Week Festival welcomes 14,000 people over four days offering the ultimate fashion experience to visitors; with curated shopping galleries from over 150 international and British brands, catwalk shows, industry talks and style presentations. The event invites visitors to experience the atmosphere of London Fashion Week in its official venue and gain an insight into the fashion industry. It also gives designer brands the opportunity to meet and build direct relationships with new customers.

London Fashion Week Festival open its doors on Thursday 20 September until Sunday the 23 September at The Store Studios, 180 Strand, London WC2R 1EA.

Tickets are now available online: for full details visit www.londonfashionweekfestival.com

Packages include Festival Entry (from £20), Silver (from £45), Gold (from £60) Luxe (£145) and LUXE Plus (£200)

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Notes to Editors:

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

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 and NEWGEN which includes womenswear, menswear and accessories. 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 creativity and innovation in the fashion industry: The Fashion Awards.