

LONDON FASHION WEEK

14-18 SEPTEMBER 2012

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PRESS RELEASE
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PREEN BY THORNTON BREGAZZI RETURNS TO LONDON

The British Fashion Council is pleased to announce that Preen by Thornton Bregazzi will be returning to the London Fashion Week schedule in September 2012 for the Spring/Summer '13 collections.

After six successful years showing as part of New York Fashion Week, Preen's Creative Directors, Justin Thornton and Thea Bregazzi, 'Are delighted to be part of LFW again, it feels great to back on our own turf.'

Caroline Rush, Chief Executive BFC commented 'It's great to see the Preen mainline collection returning to show in London, they will be an exciting and much anticipated addition to the LFW schedule.'

Preen is stocked at the following UK stores and over 70 worldwide: Net-a-Porter, Matches, Harvey Nichols, Avenue 32, My-Wardrobe.

The brand has been worn by the following celebrities: Michelle Obama, Gwyneth Paltrow, Blake Lively, Kristen Stewart, Anne Hathaway, Carey Mulligan, Diane Kruger, Kate Bosworth, Emma Stone, Beyonce Knowles, Sienna Miller and Thandie Newton.

All show details to be announced shortly.

-ENDS-

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Editors notes:

- 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 Creative Britain and Creative London. The BFC Colleges Council offers support to students through its MA Scholarship, links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC/Elle Talent Launch Pad; BFC Fash/On Film sponsored by River Island; BFC Rock Vault sponsored by International Palladium Board; BFC/Vogue Designer Fashion Fund; Estethica; Fashion Forward; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, LONDON showROOMS, the BFC/Harper's Bazaar Fashion Arts Foundation and the annual celebration of excellence in the fashion industry, The British Fashion Awards.
- London Fashion Week is organised by the British Fashion Council.