

rag & bone

NEW YORK

rag & bone to host exclusive presentation at London Fashion Week

To celebrate the opening of their first European flagship store in London, rag & bone takes part in London Fashion Week and invites select press and buyers to view their S/S 13 collection at their spacious new Sloane Square location.

Following their annual runway show in New York as part of the official NYFW calendar on September 7th, rag & bone's David Neville and Marcus Wainwright will host the presentation at their first flagship store in the capital.

It will be a homecoming of sorts for the pair who have lived in New York, where the brand is based, for over a decade.

"We are thrilled to finally open a store in London. It's exciting to present a collection for the first time in our hometown and for it to take place in our own store feels really special," says Neville. "Showing during LFW will further strengthen our presence in Europe and, of course, it's lovely to be able to filter it directly to customers in the UK who have supported rag & bone since the beginning."

Caroline Rush, Chief Executive of the BFC commented: "rag & bone's presentation is a fantastic addition to the London Fashion Week schedule. It will be a great opportunity for our guests to view their full collection and celebrate the launch of their first UK store."

The presentation is scheduled to take place at rag & bone, 13/14 Sloane Square, Saturday September 16th at 4pm. By invitation only.

About rag & bone

In under a decade and with no formal fashion training, British CFDA-winning duo David Neville and Marcus Wainwright have established rag & bone as a critical and commercial success in the fashion world.

Combining their British heritage with directional modern design, rag & bone has become synonymous with innately wearing clothing that innovatively melds classic tailoring with an edgy yet understated New York aesthetic.

With the addition of London, rag & bone operates six stores in New York City, as well as flagship stores in Boston, Washington D.C. and Tokyo, Japan. rag & bone will open flagship stores in Melrose Avenue, LA and Seoul, Korea this September.

rag & bone is also available at high-end boutiques and exclusive department stores worldwide.

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