

PRESS RELEASE
6th SEPTEMBER 2012

THE EXHIBITION AT LONDON FASHION WEEK

14TH – 18TH SEPTEMBER 2012

The Exhibition at London Fashion Week (LFW) houses 110 designers, showcasing 30 new designers for SS13 and will be open to all UK and international media and buyers. Registration will be available on site at Seaman's Hall in the South Wing, of Somerset House, WC2 from 14th – 18th September, 10am – 7pm (closing at 6pm on the 18th).

New exhibitors for SS13 include: Archibald Optics, Carla Fernandez, Danielle Romeril, E.Tautz (Womenswear), Hemyca, Honest By, Imogen Belfield, Jerome Allen Lorico, Loup Noir, Marques' Almeida, Mich Dulce, Modern Love, Negarin, Paper London, Rosantica, Richard Braço, Sophia Webster, White Tent and Willow.

The newly renovated West Wing will house a brand new dedicated shoe collective showcasing a cross section of brands including Cordwainers graduate Joanne Stoker, French Sole, architectural shoe designer Julian Hakes and Kat Maconie; the eco sustainable platform Estethica; BFC Rock Vault sponsored by International Palladium Board and the new buyer's liaison point supported by Samsung.

The Estethica area will include ready-to-wear designers Ada Zandition, Henrietta Ludgate, Junky Styling and special guest Honest By. Bruno Pieters alongside ethical swimwear designer Auria X Margot Bowman and milliner Pachacuti. Headonism supported by Royal Ascot, showcases British millinery talent including Charlie Le Mindu, Noel Stewart and Piers Atkinson.

The BFC Rock Vault will showcase full collections of the 12 designers awarded with the sponsorship alongside a ring they have created from up to an ounce of the precious metal Palladium, as part of the new 'Rock Vault Dozen' collaboration. Designers awarded Rock Vault sponsorship include Hannah Martin, Husum El Odeh, Jordan Askill and Tomasz Donocik.

The buyer's liaison point supported by Samsung creates a new dedicated rest and resource destination for all UK and international buyers, fully equipped with new Samsung Galaxy Note 10.1 tablets for easy access to floor plans, designer listings and sales contacts.

The BFC NEWGEN sponsored by Topshop will return to the East Wing and showcase twelve of London's brightest and emerging fashion design talents who have been awarded sponsorship for SS13. Recipients of the scheme include J.W. Anderson, Simone Rocha, Christopher Raeburn and Nasir Mazhar.

The Navy Board Rooms on the first floor of Somerset House will become the First Floor Showrooms showcasing NEWGEN alumni including Atalanta Weller, Holly Fulton, David Koma and Felder Felder and as well as showrooms by Peridot and Vilshenko. Multibrand showroom Trace Publicity will return for a third season featuring collections from Georgia Hardinge, Fyodor Golan, Katie Rowland, Malene Oddershede Bach and Maryling.

The Minnie Mouse Style Icon Exhibition will be located in the South Wing. Inspired by her unique and distinctive style, designers including Meadham Kirchhoff, Giles Deacon, Katie Hillier and Michael van der Ham have all created 'Minnie Mouse Must Have' one-off garments and accessories set to be unveiled at London Fashion Week and will be auctioned together on eBay to support the BFC/Bazaar Fashion Arts Foundation charity.

The Green Carpet Challenge '*Green Cut*' installation will be exhibited within the Nelson Staircase at the Exhibition at London Fashion Week, which provides the walkway through to the LFW ethical sustainable initiative area Estethica.

The new AMEX Insiders will be located across the Exhibition at Somerset House assisting with any show and exhibition queries and providing concierge services for all LFW guests including restaurant reservations.

This season, the Exhibition at LFW is brought together over two floors, providing a succinct presentation of London's ready-to-wear and accessories brands. The exhibition will also now incorporate the West Wing of Somerset House providing access to both East and West Wings off the main courtyard.

Caroline Rush, CEO of the BFC commented

"The Exhibition at London Fashion Week is set to be another successful one. We have such a diverse cross section of designers participating, showcasing the great talent coming out of UK's fashion industry at the moment. With the newly dedicated showroom areas and the recently refurbished West Wing open for SS13, the Exhibition at LFW should prove to be a more formulaic and cohesive visiting experience for London Fashion Week September 2012."

Opening Hours

The Exhibition at London Fashion Week, Somerset House, Strand, WC2R 1LA will be open from 10am-7pm on 14th-17th September and will close at 6pm on the 18th.

Press releases on this season's initiatives are available at www.londonfashionweek.co.uk/press

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For more information regarding London Fashion Week and for the latest list of exhibitors, please visit:

www.londonfashionweek.co.uk

For press enquiries for contact:

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Designers wishing to apply to be part of The Exhibition for February 2013 please contact:

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Editors Notes

- LFW Catwalk Shows will run from Friday 14th September – Tuesday 18th September 2012
- Opening Hours of The Exhibition at London Fashion Week are Friday 14th – Monday 17th September 2011 10am- 7pm and Tuesday 18th September 10am – 6pm.
- 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 sponsored by eBay Fashion and Mayor of London; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, LONDON show ROOMS, the BFC/Bazaar Fashion Arts Foundation, International Fashion Showcase and the annual celebration of excellence in the fashion industry: the British Fashion Awards.