

LONDON FASHION WEEK

14-18 SEPTEMBER 2012

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PRESS RELEASE
11th September 2012

DIGITAL INNOVATION SS13

- The new London Fashion Week website launches today, providing an online resource for media and buyers to maximise their visit, as well as social media integration of crowd-sourced, real-time #LFW as it happens.
- Over 70% of London's catwalk shows will be live-streamed to www.londonfashionweek.com/live
- Anya Hindmarch and Osman will live pin their shows to British Fashion Council Pinterest. Anya will also share a full visual diary of her London Fashion Week experience. www.pinterest.com/britishfashion
- #AskLFW live Q&A sessions will be held at the official @LondonFashionWk Twitter account (200,000 followers), with guests including Matthew Williamson, Olivia Palermo, Paula Reed and Roksanda Ilincic.

This London Fashion Week, starting 14th September 2012, the British Fashion Council (BFC) continues to unite fashion and digital innovation, encouraging engagement with this global fashion showcase through social media, live streaming and pioneering new technologies.

For the first time, shows outside the main catwalk venues will be live streamed, including Christopher Kane, Mulberry, Paul Smith and Vivienne Westwood Red Label. In total, 40 shows will be live streamed - 70% of the on-schedule catwalk shows: 21 from the The Courtyard Show Space at Somerset House, 7 courtesy of Topshop from their official Topshop Space at Bedford Square Garden, as well as shows around the city. Anyone can watch the shows at home (www.londonfashionweek.co.uk/live) or on the outdoor LED screen in the courtyard at Somerset House.

The **new London Fashion Week website** launches today. The website and mobile site both feature maps of show, event and showroom locations, as well as hotels, bars and restaurants. Users can create their own online personal calendar for the event, and use the website for directions between the shows; all features of the site that aim to use digital to simplify and maximise the visits of media and buyers to London Fashion Week. Everyone can take part in #LFW live, a real-time feed aggregating images that use the hashtag #LFW from Instagram and Twitter. The page provides a crowd-sourced insight into London Fashion Week, aiming to capture every angle of the event as it happens. The site launches with a background of this season's bespoke print, created exclusively for London Fashion Week by Jonathan Saunders.

Anya Hindmarch will share her London Fashion Week experience on BFC **Pinterest**, as she creates a pin board to capture the run-up to her show on Tuesday 18th September. The show will be **live pinned**, as will Osman SS13 on Monday 17th September, providing an exciting visual narrative of the shows as they unfold. The day before the shows, the boards will start to spring to life with collection inspirations and preparations, then on the day of the shows backstage shots will be added as well as an exclusive look at the catwalk with video footage. Both boards will be available on the BFC's official Pinterest page: <http://pinterest.com/britishfashion>, along with the very latest catwalk, street style and event imagery and video footage on dedicated pin boards.

The BFC continue to work closely with **Twitter** to promote conversation around London Fashion Week using the hashtag #LFW and by mentioning the official account @LondonFashionWk. Q&A sessions will be held over the 5 days of LFW from the @LondonFashionWk account. Tweeters can pose questions in real-time to guests including Matthew Williamson, Olivia Palermo, Paula Reed and Roksanda Ilincic, using the hashtag #AskLFW. The London Fashion Week Timeline will take to Twitter, keeping track of the shows throughout the week with live updates of start times (#LFWtimeline). As UK launch partner, the LFW website homepage features the new embedded Twitter timeline widget, showing a full timeline of Tweets with imagery included. For a behind-the-scenes take on the event, look out for posts from the newly founded BFC **Instagram** account, narrating the London Fashion Week story in snapshots from the BFC team, our Instagram Insiders.

This season, BFC **Fash/On Film** sponsored by River Island, will premiere the film created by the winner of the Mentoring Scheme: its first nationwide search for emerging film-making talent. Abbie Stephens was selected to receive professional support and mentoring through White Lodge productions with the goal of creating a film for leading British designer Emilio de la Morena's spring/summer 2013 collection. This offered a unique opportunity to gain insight into and experience of the fashion film industry. The film will premiere at the spring/summer 2013 Fash/On Film Launch on Friday 14th September alongside other curated fashion films from designers and River Island.

The Fash/On Film panel has curated a dedicated fashion film programme to be screened in the **Canon Cinema** each day of London Fashion Week. Members of the panel will host Q&A sessions at screenings with directors, film makers and designers including Aminaka Wilmont, Charlie Le Mindu and Fred Butler as they discuss their films for the new season. The Canon Cinema is London Fashion Week's digital showcasing space, and has been fitted out with the latest in Canon XEED projection equipment. Canon are the Digital Showcasing Partner of London Fashion Week.

For the first time, shows and events in the Show Schedule booklet can be downloaded to a smartphone calendar via **Aurasma**, linking print to digital and providing an organisational tool for visitors. The LFW Daily newspaper will be brought to digital life, as the cover and Catwalk Highlight shots turn into shows through Aurasma. Using their mobile device, visitors simply need to download the free Aurasma Lite app and then hold it over the LFW image, at which point it will spring to life with exclusive video content.

The BFC's digital innovation strategy aims to harness technology and creativity to promote British designers to global audiences.

-ENDS-

Canon Cinema Schedule: www.londonfashionweek.co.uk/cinema

To see full schedule of the guests for Twitter Q&A #LFW, visit:
www.londonfashionweek.co.uk/asklfw

www.twitter.com/LondonFashionWk
www.facebook.com/LondonFashionWeek
www.pinterest.com/britishfashion
Instagram: [@britishfashioncouncil](https://www.instagram.com/britishfashioncouncil)

For more information regarding the British Fashion Council and London Fashion Week contact:

Ellie Wilson or Will Rowley

Tel: +44 (0) 20 7759 1986 / +44 (0) 20 7759 1968

ellie.wilson@britishfashioncouncil.com / will.rowley@britishfashioncouncil.com

Editors Notes:

- 1. 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 the 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.
- 2. London Fashion Week's digital presence in numbers:**
 - @LondonFashionWk Twitter: 200,000
 - London Fashion Week Facebook: 190,000
 - The London Fashion Week website receives an average of 120,000 monthly unique visitors
 - Last season londonfashionweek.co.uk/live received 90,000 video plays, up 150% on the previous year

3. Visit **Twitter** at www.twitter.com

4. **About Aurasma**

Aurasma is the world's leading augmented reality platform. Available as a free app for iPhones, iPads and high-powered Android devices or as a free kernel for developers, Aurasma uses advanced image and pattern recognition to blend the real-world with rich interactive content such as videos and animations called "Auras".

Auras can be created for printed images, product packaging, clothing, physical places and users can even use the app to create and share their own. Since its launch in June 2011, Aurasma has had more than four million downloads, 400 Aurasma-enabled apps and over 8,000 partners in markets including retail, fashion, sport, automotive, education, advertising and publishing are using the free technology in their campaigns, on their products or embedding the technology in their own applications. Aurasma was developed by and is part of software company Autonomy – an HP Company.

For further information please contact the Aurasma press office at Mischief on 0203 128 6600 or aurasma@mischiefpr.com.

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