

PRESS RELEASE

FEBRUARY 2013

THE EXHIBITION AT LONDON FASHION WEEK

15TH – 19TH FEBRUARY 2013

The Exhibition at London Fashion Week has been carefully curated by the British Fashion Council (BFC) to include 120+ designers, showcasing over 60 new designers for AW13. The Exhibition is open to all UK and international media and buyers with registration available on site at Seamen's Hall in the South Wing of Somerset House, WC2 from 15th – 19th February 10am – 7pm (closing at 6pm on the 19th).

This season The Exhibition showcases an edit of contemporary designer ready-to-wear brands to complement the catwalk schedule and to provide buyers with an interesting and accessible offer of anchor brands and emerging contemporary brands in this core category.

Key London sales agents will be housed within the **First Floor Showrooms**. Rainbowwave, will show Rachel Comey, collaborative brand Each x Other, Raquel Allegra alongside accessories collections from Pamela Love and Wendy Nichol; M&L Harris will show key brands including Current Elliot, Equipment; and Indigofera, will show Victoria Beckham's denim with Fille et Papa. They will be joined by international agent Agence M&K from Paris with cult brands Calla, Lahssan and Michaela Buerger for the first time.

Contemporary designer Zoe Jordan, who opens London Fashion Week's schedule, will exhibit her AW13 collection on the first floor alongside new British brand to watch, Trager Delaney. A new tailoring room will feature womenswear lines including designers Studio Nicholson, Peridot London with debut collections from E.Tautz women and Mr Start women.

The **Ground Floor Terrace Showrooms** will feature a strong edit of accessories, including shoes, handbags, eyewear, contemporary jewellery and millinery, spearheaded by iconic accessories agent Valery Demure who hosts a collective on the ground floor. Valery will bring Assad Mounser, Benedetta Bruziches, Florian, Lito and Shourouk to sit alongside established British brands Erickson Beamon, Linda Farrow, Mawi, Stephen Jones Millinery.

The BFC's leading millinery showcase **Headonism**, sponsored by Royal Ascot, will feature in the Ground Floor Terrace Showrooms and will include three new designers for AW13: Aurora Ozma; Emma Yeo and Moody & Farrell alongside returning designers Piers Atkinson and William Chambers.

14 of London's brightest and emerging design talents will showcase collections with **BFC NEWGEN** sponsored by Topshop in the East Wing. Newcomers to the Exhibition include shoe designer Liam Fahy and Paula Gerbase's contemporary tailoring label, 1205. One's to watch from the show schedule include Simone Rocha, who will bring her modern and strong, yet romantic aesthetic to The Exhibition, alongside the winner of the Emerging Talent award at the British Fashion Awards 2012, J.W. Anderson. Their AW13 collections will both be featured in The Exhibition following their catwalk shows.

BFC Rock Vault sponsored by the International Palladium Board and curated by Stephen Webster, will showcase the work of 10 fine jewellers including newcomer Alice Cicolini and will be displayed within the West Wing. In addition to showcasing their designs, jewellers were invited to design a set of red carpet earrings using 20g of Palladium. These earrings will be displayed in a unique installation in the dedicated Rock Vault exhibit.

The **Estethica** showcase at London Fashion Week stars 14 of London's sustainable labels for AW13. New to the Estethica area this season are accessories brand Bottletop, ready-to-wear designers Katrien Van Hecke and Phannatiq, Estethica/Veolia Resource Competition winner Liora Lassalle, and jewellery brand Ruda Rings. Making a return to Estethica this season are Beautiful Soul, Goodone and special guest footwear brand, Veja. Ada Zanditon and Lost Property of London will showcase their ready to wear lines alongside knitwear brand The North Circular and milliners Mich Dulce and Pachacuti.

The Scandinavian Showrooms is an international guest initiative at The Exhibition this season, as part of the International Fashion Showcase, to complement the contemporary designer offering. Positioned in The West Wing, the showrooms will host 19 designers including Peter Jensen, Lindberg, Wood Wood and Altewaisaome to name a few. The Scandinavian Bar at the entrance to the area will focus on Danish interior design and will offer a local culinary experience and cocktails.

The Study, a new working space for press and buyers, is being introduced for AW13. The dedicated space will provide a destination for accredited UK and international press and buyers, Buyers will have access to The Study where they are able to use laptops for easy access to floor plans, designer listings and sales contacts.

Amex will once again be providing an on-site concierge service with **Amex Insiders**. Based in the Seaman's Hall with they will be providing a five star service to all LFW guests assisting with show information and providing concierge services including restaurant reservations.

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For more information please visit www.londonfashionweek.co.uk/exhibitors

Opening hours of The Exhibition at London Fashion Week are 10am – 7pm, 15th – 18th February and 10am – 6pm Tuesday 19th February 2013. Press and buyers can register to attend on-site by bringing a business card to the registration desk.

For press enquiries, please contact:

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Editor's 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 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 Collections, 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.

London Fashion Week is owned and organised by the British Fashion Council

London Fashion Week AW13 runs from Friday 15th – Tuesday 19th February 2013