

PRESS RELEASE
3rd September 2013

POP-UP SHOP LAUNCHES AT LONDON FASHION WEEK

This September the British Fashion Council will launch a pop-up shop to celebrate British contemporary fashion at London Fashion Week (LFW). The onsite pop-up at Somerset House will feature an edit of some of the creative industry's most exciting names.

The Shop, a concept store that will launch on Friday 13th September and be open through to Vodafone London Fashion Weekend, aims to be an opportunity for collaboration and exploration; a creative environment for brands to sell product to a highly targeted consumer audience made up of trade and industry insiders (LFW), and a hungry trend-driven audience (VFW).

Set across two rooms in the West Wing of the ground floor of Somerset House, *The Shop* will house AW13 ready-to-wear, accessories and shoes by brands including Markus Lupfer, Bella Freud, Sophia Webster, Prism, DJ by Dominic Jones, Zoe Jordan, Lulu & Co. and House of Holland.

The space will be designed by Robert Storey, one of the brightest names in set design with the logo created by world renowned artist, Sir Peter Blake.

The Shop will also play host to a series of pop-up events and will be open to the public. These include flash sales, musical performances, readings, interviews and guest appearances. Keep look out for announcements on social media: @londonfashionwk #LFW #TheShop

Artist, Sir Peter Blake commented: *"It's been wonderful to get behind this exciting project – one that emphasises the importance of developing a space within which so many interesting and talented creatives from around the UK can showcase their work together."*

Participating designer, Zoe Jordan, commented: *"it is an exciting opportunity to be part of a breakthrough event during LFW and included amongst such as strong collective of creatives. It's an opportunity for us to spearhead the contemporary designer movement in London and to experience the intimacy of having our own boutique."*

Caroline Rush CEO, British Fashion Council, commented: *"The Shop at London Fashion Week will be the first of its kind and will present capsule collections from eight of the biggest names in British contemporary design. With the creative conceived by one of the world's most renowned British artists and the space crafted by one of the most exciting names at the helm of set design, this project celebrates UK-based talent from varying disciplines bringing it together in a living, breathing space."*

The Shop

Friday 13th – Sunday 22nd September 2013*

10am -7pm daily (except 17th and 22nd September: 10am -6pm)

Closed on 18th September

Somerset House, Strand, London WC2R 1LA

- ENDS -

For press enquiries please contact:

Sophie McElligott, PR Manager British Fashion Council,
+44(0)20 7759 1986 sophie.mcelligott@britishfashioncouncil.com

*Between 19th – 22nd September access to The Shop will only be available to Vodafone London Fashion Weekend ticket holders. Please visit www.londonfashionweekend.com for more information.

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, and links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC Talent Launch Pad; BFC Fash/On Film sponsored by River Island; BFC Headonism; BFC Rock Vault; 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.
2. **London Fashion Week** is owned and organised by the British Fashion Council
3. London Fashion Week SS14 runs from 13th – 17th September 2013