

# LONDON FASHION WEEK

13-17 SEPTEMBER 2013

PRINCIPAL  
SPONSOR  **vodafone**

**PRESS RELEASE**  
**6<sup>TH</sup> SEPTEMBER 2013**

## **WHAT'S ON AT LONDON FASHION WEEK SS14**

London Fashion Week, 13-17 September is set to showcase some of the world's leading fashion talent. This season the British Fashion Council (BFC) has spearheaded a city-wide campaign to engage consumers in the excitement surrounding London Fashion Week. From events and shopping opportunities to digital initiatives and live streaming, there are more ways than ever before that members of the public can celebrate London Fashion Week and London as the global capital of creativity.

### **#FashionFriday**

The BFC will use **#FashionFriday** as a brand new initiative to unite and promote digital fashion content every Friday, creating a dedicated opportunity each week for fashion followers to celebrate the latest fashion happenings. Launching today, a weekly **#FashionFriday** news bulletin will be broadcast to London's vast commuter audience on London Underground platform screens, as part of a partnership with CBS Outdoor. The news spots will appear every Friday, offering exclusive fashion content and breaking news. This city-wide activity will be the catalyst to encourage Londoners to be a part of the conversation by using the hashtag **#FashionFriday**.

### **The Shop**

A pop-up shop celebrating British contemporary fashion at London Fashion Week will launch on Friday 13<sup>th</sup> September. The Shop will be open to the public, selling 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. In addition to selling the latest products, a series of pop-up events will take place including flash sales, musical performances, readings, interviews and guest appearances, all of which will be promoted on social media over the course of the week with the hashtag **#TheShop**. The Shop will be open over both London Fashion Week and Vodafone London Fashion Weekend, 13 – 22 September.

### **Social Media Wall**

An on-site social media wall will bring together the largest crowd-sourced insight into London Fashion Week, featuring Fashion Week images from Instagram, Twitter and Facebook. Positioned in the BFC Courtyard Show Space, the wall will create a visual insight into the whole London Fashion Week experience from catwalk looks, front row and backstage insights, celebrity sightings, events and street style. Everyone can get involved by sharing their Fashion Week experiences on social media simply by including the official **#LFW** hashtag in posts, which will then be displayed on the wall for the duration of the event.

### **Instabooth**

In celebration of London's internationally-renowned "street style," the BFC has partnered with Instagram to share the best looks from the Somerset House Courtyard over London Fashion Week. The "InstaBooth" will be on-site all week long, giving visitors the chance to photograph themselves in their look of the day, print

images as souvenirs, and share their favourites on Facebook. The InstaBooth is open to the general public, and the BFC will post highlights to the official London Fashion Week Instagram account and Facebook page using the hashtags #LFW and #InstaBooth.

### **Live Streaming**

For the first time this September, the BFC will live stream multiple catwalk shows directly to its Twitter feed. Christopher Raeburn, Sister by Sibling and Simone Rocha's catwalk shows will be broadcast to an online audience of over 420,000 followers, the first time multiple shows have ever been live streamed on Twitter.

The BFC will once again be live streaming to [www.londonfashionweek.co.uk/live](http://www.londonfashionweek.co.uk/live) and shows from the BFC Courtyard Show Space will be streamed on the British Fashion TV YouTube channel. In total 29 shows will be live streamed, including 18 from the BFC Courtyard Show Space at Somerset House and eight shows from the Topshop venue, in addition to shows outside the official show venues including Burberry, Mulberry and Paul Smith.

### **London Fashion Week on social media**

Twitter Q&A sessions will be more dynamic than ever before. Followers can pose their questions using #AskLFW to guest tweeters from the industry, who will then respond via a six-second video clip on Vine. Every day a designer, model, make-up artist, stylist or celebrity will also take over the BFC Instagram account. #DayInTheLife will give followers on Instagram a unique insight into the fashion insiders' experiences from the shows.

### **September Fashion Showcase**

Over 15 of the most internationally recognisable fashion flagships on Oxford Street will host an array of high octane fashion moments in celebration of London Fashion Week. Retailers including Selfridges, Topshop, River Island, John Lewis and House of Fraser will provide shoppers with a range of exclusive experiences and insider insights into the world of national and international fashion. Oxford Street has collaborated with five London Fashion Week designers to dress the street with 75 fashion flags, celebrating the very best of the British fashion industry which will be on display until September 17<sup>th</sup>.

### **Fashion Film festival**

A full sized cinema screen will pop-up for three nights during London Fashion Week showing iconic fashion films for free. From 15 – 17 September, Silent Cinema will transform St Martin's Courtyard into an open air movie theatre to showcase a Fashion Film Festival in addition to screening catwalk footage of the shows before the films, creating a unique opportunity for the public to enjoy a fashion week event.

The BFC's dedicated digital schedule will feature a selection of AW13 and SS14 fashion films alongside digital presentations showcased in the Canon Cinema and venues off-site. The Fash/On Film panel curate a dedicated film programme which is screened in the Canon Cinema throughout London Fashion Week. All the films will be available to watch online after they have been previewed at

[www.londonfashionweek.com/digitalschedule](http://www.londonfashionweek.com/digitalschedule)

### **Vodafone London Fashion Weekend**

From 19<sup>th</sup> – 22<sup>nd</sup> September the home of London Fashion Week, Somerset House will be transformed into Britain's most exclusive fashion and designer shopping experience, Vodafone London Fashion Weekend. Brimming with catwalk shows, pop-up shops, hair & beauty and educational panels from leading industry experts, style-savvy fashion lovers can get their autumn/winter wardrobe fix from over 100 of the country's best-loved designer brands. For more information and to purchase tickets visit [www.londonfashionweekend.com](http://www.londonfashionweekend.com)

**- ENDS -**

**London Fashion Week SS14 runs from 13 – 17 September 2013. For more information please visit [www.londonfashionweek.co.uk](http://www.londonfashionweek.co.uk)**

**For access to official live and on demand video content from London Fashion Week, simply register with our media portal at [www.britishfashioncouncil.rightster.com](http://www.britishfashioncouncil.rightster.com)**

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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