

LONDON FASHION WEEK

14-18 FEBRUARY 2014

PRINCIPAL
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PRESS RELEASE
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THE DESIGNER SHOWROOMS AT LONDON FASHION WEEK

This season the Designer Showrooms at London Fashion Week will showcase nearly 150 brands. Set within Somerset House the AW14 collections will be exhibited to press and buyers over the course of London Fashion Week and will be open daily from 9.30am-7pm. Designers include Cleo, Esk, Georgia Hardinge, Mawi, Olivia Von Halle, Piers Atkinson and Rayne.

The Designer Showrooms welcomes 56 new designers and has been zoned into ready-to-wear on the first floor including emerging talent, contemporary, luxe, tailoring, street wear and knitwear. Additionally, this season the Designer Showrooms welcomes catwalk collections by Christopher Raeburn, Fyodor Golan, Nasir Mazhar and Palmer//Harding.

The West Wing of the ground floor will house this season's 'One to Watch', Central Saint Martins graduate Faustine Steinmetz, and collections by the NEWGEN designers sponsored by TOPSHOP. The following NEWGEN designers will take turns to occupy the pop-up showroom, listed alphabetically:

1205 Sunday 16th 10am – 2pm

Claire Barrow Saturday 15th 10am – 5.30pm

Danielle Romeril Friday 14th 10am – 7pm

Lucas Nascimento Sunday 16th 3pm – 7pm

Marques'Almeida Tuesday 18th 2pm-6pm

Ryan Lo Monday 17th 2pm – 6pm

The BFC's millinery initiative Headonism and its fine jewellery initiative, Rock Vault will be exhibited in the East Wing of Somerset House.

A **Headonism** drinks reception will take place at 5-7pm on Saturday 15th and includes designers Aurora Ozma, Emma Yeo, Keely Hunter, Moody & Farrell and William Chambers. A **Rock Vault** drinks reception will take place at the same time and includes designers Alice Cicolini, Fernando Jorge, Imogen Belfield, Jacqueline Cullen, Jo Hayes Ward, Melanie Georgacopoulos, Ornella Iannuzzi, Tomasz Donocik and Yunus & Eliza.

- ENDS -

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London Fashion Week AW14 runs from 14 – 18 February 2014. For more information please visit 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

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 Fash/On Film sponsored by River Island; BFC Rock Vault; BFC Headonism; 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