



## PRESS RELEASE

10<sup>th</sup> FEBRUARY 2013

### POP-UP SHOP REOPENS AT LONDON FASHION WEEK

This February the British Fashion Council will reopen its shop at London Fashion Week. *The Shop*, a concept store that will open on Friday 14<sup>th</sup> February and will run through to Vodafone London Fashion Weekend (20<sup>th</sup>-23<sup>rd</sup> February), aims to bring a consumer element to London Fashion Week and showcase an edit of the best of British contemporary design.

Set across two rooms in the West Wing of the ground floor of Somerset House, *The Shop* will house SS14 ready-to-wear and accessories by brands including **Bella Freud, DJ by Dominic Jones, Keely Hunter, Markus Lupfer, Prism** and **Zoe Jordan**.

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

Alongside the designer collections there will be an installation to celebrate National Nestbox Week which runs over London Fashion Week. RSPB and the British Fashion Council have joined forces on a project to support nature by asking British designers to customise a wooden nestbox. Designers include John Rocha, Katherine Hamnett, Piers Atkinson, Vivienne Westwood and Zandra Rhodes.

All eleven bespoke nestboxes will be exhibited at The Shop and will be up for auction from the 14<sup>th</sup> February on eBay. All funds raised will go towards the RSPB's conservation work and be spent on projects like restoring wild places, research into species declines and community engagement.

Keep look out for announcements on social media: @londonfashionwk #LFW #nestboxauction

#### **The Shop**

Friday 14<sup>th</sup> – Sunday 23<sup>rd</sup> February 2014\*

9.30am -7pm daily (except 18<sup>th</sup> and 23<sup>rd</sup> February: 10am -6pm)

Closed on 19<sup>th</sup> February

Somerset House, Strand, London WC2R 1LA

\* 20<sup>th</sup> – 23rd February access to The Shop will only be available to Vodafone London Fashion Weekend ticket holders. Please visit [www.londonfashionweekend.com](http://www.londonfashionweekend.com) for more information.

- ENDS -

**For press enquiries please contact:**

Sophie McElligott, British Fashion Council,  
+44(0)20 7759 1986 [sophie.mcelligott@britishfashioncouncil.com](mailto:sophie.mcelligott@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, 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; BFC/GQ Designe Menswear Fund, Estethica; Fashion Forward supported by the Mayor of London; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, London Collections: Men, 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.