

# LONDON FASHION WEEK

14-18 FEBRUARY 2014

PRINCIPAL  
SPONSOR  **vodafone**

**PRESS RELEASE**  
**12<sup>TH</sup> FEBRUARY 2014**

## **WHAT'S ON AT LONDON FASHION WEEK AW14**

London Fashion Week, 14-18 February is set to showcase some of the world's leading fashion talent. Set over five days, the schedule is packed with shows, presentations, installations, showrooms, events and parties from the best and brightest names in the industry. As well as the trade events, there are more ways for the public to enjoy the London Fashion Week experience with live streaming, social media and a line-up of events and exhibitions around town.

This February will shine the spotlight on London's creative industries as London Fashion Week, the BAFTA Film Awards and the Brit Awards all set to showcase the very best of each industry's outstanding talents in the space of just six days. The Mayor of London Boris Johnson said, "*London Fashion Week is a fabulous showcase of what makes London one of the most exciting and dynamic cities on earth - its creativity. With the BAFTAs and the Brits taking place at the same time, let's celebrate the great British talent that is acclaimed around the world.*"

### **Designer Showrooms at London Fashion Week**

The Designer Showrooms at London Fashion Week will showcase nearly 150 ready-to-wear, accessories, millinery and fine jewellery brands with 56 new designers this season. Set within Somerset House the AW14 collections will be exhibited for London Fashion Week's trade audience of press and buyers and will be open daily from 9.30am-7pm. Designers in the showrooms include Cleo, Esk, Georgia Hardinge, Mawi, Olivia Von Halle, Piers Atkinson and Rayne and 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 Shop**

This February the British Fashion Council will reopen its shop at London Fashion Week. The Shop, a concept store that will open on Friday 14th February and will run through to Vodafone London Fashion Weekend (20th-23rd February), brings a consumer element to London Fashion Week and showcases an edit of British contemporary design. Set across two rooms in the West Wing of the ground floor of Somerset House, The Shop is open to the public and 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.

## **International Fashion Showcase**

The International Fashion Showcase returns for February 2014 and will see over 30 embassies and cultural institutions across London create fashion exhibitions to display their emerging fashion designers. The showcase is open to the public, giving everyone the chance to explore work by some of the most innovative young fashion designers from around the world. For the first time a central venue at 180 The Strand will house 14 showcases. This central space will be designed by architect Pernilla Ohrstedt Studio and will show the work of exciting emerging designers from countries including Argentina, Austria, China, Czech Republic, Estonia, Georgia, Hungary, Nigeria, Paraguay, The Philippines, Portugal, Slovakia, Switzerland and Vietnam. Other countries displaying the work of emerging designers in exhibitions across the capital are Brazil, Canada, Jamaica, Japan, Korea, Panama, Romania, Scandinavia (Denmark, Norway, Sweden), Tanzania and The Netherlands. [www.britishfashioncouncil.com/InternationalFashionShowcase](http://www.britishfashioncouncil.com/InternationalFashionShowcase)

## **#LoveLFW**

To mark the start of London Fashion Week AW14 on Valentine's Day, the BFC will launch the Love LFW campaign. Fashion fans will be encouraged to share their favourite fashion image, runway look or campaign using hashtag #LoveLFW. The best images will be featured on a dedicated Pinterest board, shared on Twitter and entered into a prize draw to win two tickets to Vodafone London Fashion Weekend. To coincide with the campaign, a 'Twitter Mirror' will be backstage at three of the shows on Friday, where models will be able to tweet selfie style images of themselves in their runway looks as they prepare to hit the catwalk.

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

Twitter Q&A sessions will give followers the opportunity to pose questions using #AskLFW to guest tweeters, who will then respond via a six-second video clip on Vine. Backstage photographers and an on-site social media wall will bring together the largest crowd-sourced insight into London Fashion Week, featuring fashion images from Instagram, Twitter and Facebook. The social media can be seen in the BFC Courtyard Show Space, displaying a visual insight into the Fashion Week experience from catwalk and backstage looks to front row images and street style. Everyone can get involved by sharing their images on social media and including the official #LFW hashtag in posts which will then be displayed on the wall for the duration of the event.

## **Live Streaming**

This season the BFC will be working with Rightster to live stream shows from offsite venues for the first time. In total over 40 shows will be live streamed, 18 from the BFC Courtyard Show Space at Somerset House, seven shows from the Topshop venue, in addition to shows outside the official show venues including Burberry, Hunter and Paul Smith. Shows will be live streamed 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 and official London Fashion Week Twitter and Facebook accounts.

## **Fashion Film**

The BFC Fashion Film initiative, sponsored by River Island, aims to develop the collaborative relationship between fashion designers and film makers. Films this season include the River Island Designer Forum film for Katie Eary; an exclusive preview of the new feature film biopic of Yves Saint Laurent; "*Catching the moment: Life through the lens of Terry Jones*" a film for i-D; a film by Craig McDean & Punderson Gardens for British Vogue, and films by Roland Mouret and Sibling. The films will be screened at an evening event hosted by Laura Bailey with guest speakers including Caryn Franklin, Roland Mouret and Katie Eary on Friday 14th February. [www.britishfashioncouncil.com/fashionfilm](http://www.britishfashioncouncil.com/fashionfilm)

## **Retailers around town**

Joining the celebration of London Fashion Week, some of Britain's most established retailers will be hosting special events and promotions around the capital this season. Many stores have pledged their support

including Harrods, Liberty and Selfridges, both in-store and online. Other retailers including Browns and River Island will feature the London Fashion Week logo in specially commissioned window installations.

### **Exhibitions on in London**

Launching on the first day of London Fashion Week until 21<sup>st</sup> February, the first ever bus stop roof exhibition will take place on The Strand. Fashion photographer Juergen Teller's work will be displayed on the bus stop roofs along The Strand, The idea being to make art available to the public from the top deck of London's iconic red buses. Somerset House is home to *Isabella Blow: Fashion Galore!* an exhibition celebrating the extraordinary life and wardrobe of the late British patron of fashion and art, which is on throughout London Fashion Week until 2<sup>nd</sup> March. Other fashion exhibitions around town include *Bailey's Stardust* at the National Portrait Gallery; *Club to Catwalk* at the V&A; *40 – A Kate Moss retrospective* at the Imitate Modern Art Gallery, *Hello, My Name is Paul Smith* at the Design Museum and *Fashion Rules* at Kensington Palace. [www.londonfashionweek.com/exhibitions](http://www.londonfashionweek.com/exhibitions)

### **WeTransfer**

During London Fashion Week, free file-sharing service, WeTransfer, will showcase the work of leading illustrator, Damien Cuyper, as part of a collaboration with the British Fashion Council. From global iconic fashion houses Burberry Prorsum to Mathew Williamson, WeTransfer will showcase a 'behind-closed-doors' view of the major shows, brought to life through Cuyper's unique illustrative style. [www.wetransfer.com](http://www.wetransfer.com) / [www.damienfloebertcuyper.com](http://www.damienfloebertcuyper.com)

### **Vodafone London Fashion Weekend**

From 20th-23rd February 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, host to over 80 exciting designers, catwalk shows, exclusive offers, pop-up shops, unique installations, talks by fashion and beauty industry experts. This season Vodafone London Fashion Weekend has teamed up with one of the web's most respected fashion and lifestyle bloggers, Sasha Wilkins of Liberty London Girl, to launch a competition to find the official Vodafone London Fashion Weekend blogger. [www.londonfashionweekend.co.uk](http://www.londonfashionweekend.co.uk)

- ENDS -

**Follow the British Fashion Council on Instagram for exclusive London Fashion Week images @BritishFashionCouncil**

**Join the conversation on Twitter @LondonFashionWk using the hashtag #LFW**

**London Fashion Week AW14 runs from 14 – 18 February 2014. For more information please visit [www.londonfashionweek.co.uk](http://www.londonfashionweek.co.uk)**

**Vodafone London Fashion Weekend SS14 runs from 20-23 February 2014. For more information please visit [www.londonfashionweekend.co.uk](http://www.londonfashionweekend.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, 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 Designer 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.