

# LONDON FASHION WEEK

12-16 SEPTEMBER 2014

PRINCIPAL  
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**PRESS RELEASE**  
**22<sup>ND</sup> AUGUST 2014**

## **THE DESIGNER SHOWROOMS AT LONDON FASHION WEEK SS15**

This season the Designer Showrooms at London Fashion Week will showcase over 170 brands. Set within Somerset House the SS15 collections will be exhibited to press and buyers over the course of London Fashion Week and will be open daily from 9.30am-7pm, closing at 6pm on Tuesday 16<sup>th</sup>. Designers include **Alexis Barrell, Georgia Hardinge, Joanne Stoker, Lucy Choi London, Maria Francesca Pepe, Steven Tai** and **Tamara Salman**.

The Designer Showrooms welcomes 84 new designers and has been zoned into ready-to-wear on the first floor including sub sections for emerging talent and contemporary. Also on the first floor is the new Lingerie and Swimwear section where you can find designers such as **Fifi Chachnil** and **Auria**. Accessories will be showcased on the ground floor, in the south and east wings, including Bags, Jewellery, Shoes and Millinery. Additionally, this season the Designer Showrooms welcomes multi-label agencies **JA PR, Rena Sala, Black PR** and returning showrooms **Heavy London, Rainbowwave** and **Touba London**, they can be found predominantly in the west wing.

The west wing of the ground floor will house this season's 'Ones to Watch' designers, Royal College of Arts graduate **Marta Jakubowski** and Westminster graduate **Tom Guy**, and collections by the NEWGEN designers sponsored by TOPSHOP.

The following NEWGEN designers will take turns to occupy the pop-up showroom, listed in order of date:

**Faustine Steinmetz** - Friday 12<sup>th</sup>, 3pm – 7pm & Saturday 13<sup>th</sup> 10am – 1pm

**Danielle Romeril** - Saturday 13<sup>rd</sup>, 4.30pm – 7pm & Tuesday 16<sup>th</sup> 10am – 1pm

**1205** - Sunday 14<sup>th</sup>, 10am – 2pm

**Lucas Nascimento** - Sunday 16<sup>th</sup>, 3pm – 7pm

**Claire Barrow** - Monday 15<sup>th</sup>, 10am – 2pm

**Ashley Williams** - Monday 15<sup>th</sup>, 3pm – 7pm

**Marques'Almeida** - Tuesday 16<sup>th</sup>, 1pm - 4pm

**Ryan Lo** - Tuesday 16<sup>th</sup>, 4pm – 6pm

The BFC's millinery initiative Headonism sponsored by Wedgwood and fine jewellery initiative, Rock Vault will be exhibited in the East Wing of Somerset House. Stephen Jones and Wedgwood will host a **Headonism** tea party which will take place at 4-6pm on Friday 12<sup>th</sup> and includes designers **Awon Golding, Emma Yeo, Keely Hunter** and **Lizzie McQuade**. The Rock Vault event will take place on Monday 15<sup>th</sup>, 5-7pm.

**- ENDS -**

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**London Fashion Week SS15 runs from 12 – 16 September 2014. 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 [britishfashioncouncil.rightster.com](http://britishfashioncouncil.rightster.com)**

**Editor's 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, links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC Fashion Film sponsored by River Island; BFC Rock Vault, BFC Headonism sponsored by Wedgwood, BFC/Vogue Designer Fashion Fund; BFC/GQ Designer Menswear Fund; Estethica; BFC Contemporary sponsored by eBay; 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