

## Get your style fix from London Fashion Week, in three programmes exclusive to BBC iPlayer

This September, BBC iPlayer will be the place to go to get your style fix from London Fashion Week in a collection of three exclusive programmes. Find out about the hottest new trends, straight from the catwalk with Daisy Lowe, meet the glamorous celebrity front rowers with Abbey Clancy and go behind the scenes with Susie Bubble.

**Susie Bubble Backstage** sees Susie Bubble (aka Susie Lau), founder of world famous fashion blog *Style Bubble* get the inside track backstage at some of the biggest shows at London Fashion Week Spring Summer 2015. Susie navigates us through the hustle and bustle of backstage prep; where hairdressers, make-up artists and stylists have just a few hours to get the models ready ... just enough time for Susie to dive deep into the rails and rails of designer clothes and find out what it takes to pull off these amazing shows. **Susie Bubble Backstage** is available exclusively on BBC iPlayer from 16<sup>th</sup> Sept.

In **Abbey Clancy on Frowers**, model, presenter and *Strictly Come Dancing* champion, Abbey Clancy is your guide to the illustrious world of the front row. From Hollywood A-listers to British stars, Abbey will find out how these 'frowers' get to that hallowed line of chairs and what their picks of the week are. **Abbey Clancy on Frowers** is available exclusively on BBC iPlayer from 17<sup>th</sup> Sept

Abbey Clancy said: *"It's exciting being on the front row and being dressed by some of the best designers around. I love all the hustle and bustle surrounding fashion week. London is renowned for being one of the best fashion weeks around and the city is buzzing for the whole week"*.

**Daisy Lowe on Trends**. In this programme Daisy takes us on journey through the catwalk trends of Spring Summer 2015. Find out what's in and what's out, as Daisy rounds up this season's style highlights. **Daisy Lowe on Trends** is available exclusively on BBC iPlayer from 18<sup>th</sup> Sept.

Daisy Lowe, speaking about **Trends**, said: *"I love London Fashion Week because its bursting with creativity, with each show being such a beautiful surprise – and it's my favourite city!"*

Speaking about BBC iPlayer's London Fashion week programming, **Victoria Jaye, Head of TV Content for BBC iPlayer** said: *"London Fashion Week is one of the most high profile fashion events in the world. It's wonderful to be collaborating with the British Fashion Council to bring this event to BBC iPlayer and celebrate Britain's reputation for innovation and creativity in this global industry. I'm absolutely thrilled style icons and experts Daisy Lowe, Abbey Clancy and Susie Bubble are our guides to every aspect of the show – we just couldn't be in better hands"*.

### Notes to Editors

- *London Fashion Week takes place Friday 12<sup>th</sup> – Tuesday 16<sup>th</sup> September*
- Launching in December 2007 as a simple catch-up website, BBC iPlayer has helped pioneer TV on demand by offering audiences the opportunity to watch selected BBC programmes for up to 7 days after broadcast.
- BBC iPlayer has since evolved, adding more TV programmes; including entire series, films and exclusive content, radio programmes, live TV channels & radio station, programme

downloads for offline viewing and personalisation features such as Favourites and recommendations.

- Variants of BBC iPlayer optimised for over 1200 mobiles, tablets and connected TVs are also available, allowing audiences to catch-up or watch live wherever they are and on whatever device – offering access on the move over 3G and Wi-Fi , or simple & convenient access via broadband on the living room TV.
- Also this September, BBC Four and BBC Radio 6 Music collaborate for The Sound Of Style season which celebrates the love affair and inextricably linked relationship between fashion and music. Three-part series, Oh You Pretty Things, starts on Wednesday 17 September at 9pm on BBC Four, with further tailored programming across 6 Music. Further details at [bbc.co.uk/soundofstyle](http://bbc.co.uk/soundofstyle).