

LONDON FASHION WEEK

12-16 SEPTEMBER 2014

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PRESS RELEASE
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CELEBRATE LONDON FASHION WEEK SS15 12-16 SEPTEMBER 2014

London Fashion Week (LFW), 12-16 September 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.

What was once a trade event has now become a city-wide celebration, and with more ways than ever for the public to join in the festivities, there is no excuse not to get behind creative Britain.

Live Streaming: This season the BFC will be live-streaming a record number of catwalk shows from LFW. Over 90% of shows will be live streamed to www.londonfashionweek.co.uk/live Click here for the show schedule: www.londonfashionweek.co.uk/schedule

#LFW Digital Talks: Panel talks on fashion and technology are taking place in the official LFW catwalk tent with speakers including Neil Harbisson, the world's first cyborg artist; designers including Henry Holland and Stephen Webster MBE and industry experts including Sumit Paul-Choudhury, editor of the New Scientist and Remi Paringaux, founder and creative director of Meri Media. The talks are supported by Knowledge Transfer Network and in conjunction with the GREAT Campaign and European Regional Development Fund, and are free, open to the public and will be live streamed to: www.londonfashionweek.co.uk/live For more details and to reserve your place at the talks visit: <http://www.londonfashionweek.co.uk/news>

Exterior Media: From 13 – 17 September Maybelline will be bringing daily video highlights from London Fashion Week to Tube travellers awaiting their train across 19 zone one stations including Piccadilly Circus, Bond Street and Covent Garden on London Underground's network of cross-track projection screens.

BBC iPlayer: The first three-part documentary series on London Fashion Week, available exclusively on iPlayer. 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. The shows will be aired from 16 September on <http://www.bbc.co.uk/iplayer>

Fashion Film: On Monday 15th September the Embankment Galleries of Somerset House will be transformed into a digital and cinematic playground. The event will celebrate the BFC Fashion Film initiative which continues to support, showcase and fund filmmaking in the industry. This season, the BFC has collaborated with SHOWstudio to showcase British designers in a film shot by Nick Knight to be premiered on the night. There will also be a 25 metre-long interactive installation from Meri Media as well as premieres from Mary Katrantzou, Jonathan Saunders, Michael van der Ham and River Island. The films will be available to watch online: www.britishfashioncouncil.com/fashionfilm

LFW Street Style Photo Booth: The LFW street style photo booth brought to you by Swatch is situated in the Somerset House courtyard, open to the general public and gives visitors the chance to photograph themselves in their London Fashion Week look of the day, print images as souvenirs, and share them on Facebook. Highlights will be posted to the official London Fashion Week Facebook page.

The Shop: *The Shop* returns to London Fashion Week. Open to the public, *The Shop* will run from the 12-21 September and is situated in the courtyard of Somerset House. Designed by Robert Storey, the pop-up features the best of British contemporary including Charlotte Simone, Coops London, Eye Respect, Maria Francesca Pepe and Wool & The Gang. This season, The Shop will also stock limited edition product exclusive to London Fashion Week, including Wedgwood tea designed by Stephen Jones OBE as well as official product from the London Fashion Week label.m Professional Haircare range.

BFC Contemporary Shop on eBay.co.uk: Celebrate London Fashion Week by visiting the official *BFC Contemporary* store on eBay.co.uk. Opening for a strictly limited time (5 – 21 September), style hunters across Europe, will have the chance to own a slice of London Fashion Week; no bidding, no waiting. The boutique will showcase 11 exclusive *BFC Contemporary items* by four of the talented participating designers in the *BFC Contemporary, sponsored by eBay* initiative. The designers are: Alexis Barrell, Georgia Hardinge, Paper London, and Zoë Jordan. All of their exclusive items are priced under £100. To shop BFC Contemporary visit: <http://stores.ebay.co.uk/BFC-Contemporary-Shop>

NWEC: The September Fashion Showcase returns to Oxford Street with 75 twelve foot high fashion flags spanning 1.5 miles of Oxford Street featuring catwalk looks from House of Holland, Mary Katrantzou, Topshop Unique and Vivienne Westwood. The showcase runs from 12-19 September and celebrates fashion in the capital with household names including Selfridges, Topshop, River Island, House of Fraser, Miss Selfridge and Gap offering shoppers an array of one-off experiences and in-depth insights into the world of fashion. The stores are hosting more than 25 educational 'style seminars', chaired by recognised fashion authorities alongside experts from behind the scenes. Visit www.oxfordstreet.co.uk for the full campaign event schedule.

RIBA windows: Coinciding with London Fashion Week, fifteen Regent Street retailers will be displaying installations from this year's RIBA Regent Street Project. Now in its fifth year, the RIBA Regent Street Project twins RIBA architects with flagship retailers to create architectural installations in the windows of shops, restaurants and cafes along and around Regent Street, W1. For more information visit <http://www.regentstreetonline.com/>

Decoded Westfield: Decoded Fashion is hosting the first public 24 hour Fashion Hackathon: *Future Fashion: 24 Hour Hack*. Over the weekend of Saturday 20 and Sunday 21 September, shoppers will not only be able to watch but interact and influence teams of Europe's best and brightest tech pioneers all competing to create a new way of enhancing the consumer experience for fashion and retail brands in Westfield.

Burberry collaborates with Twitter: Twitter has announced the launch of its 'buy' button. Immediately after the Burberry Prorsum SS15 show in London on 15th September, the brand will offer Twitter users the chance to purchase exclusive nail polish colours that appeared on the runway. Later in the testing phase, the brand's *My Burberry* fragrance will be available for purchase. Twitter's 'Buy' button will allow sellers to gain a new way to turn the direct relationship they build with their followers into sales.

House of Holland collaborates with Metail: In a world first, consumers will be able to watch the SS15 House of Holland show live from wherever they are and will also be able to create their own 'MeModel' using the latest technology allowing them to try on the clothing from the catwalk in real time and pre-order the collection in the right size. The House of Holland show is on 13 September at 6.30pm www.tryonhouseofholland.com

Hunter collaborates with Grabyo: Hunter is set to partner with real-time video start up Grabyo in order to deliver up to 10 instantaneous highlights from the catwalk to its fans via Twitter. Key moments will be available for followers in 10-45 second clips that will be geo-targeted to show item types reflective of the user's particular region and climate. The Hunter show is on 13 September at 2pm #Beahunteroriginal

Window Exhibition at May Fair Hotel: The May Fair, the official hotel of London Fashion Week, has commissioned British brand, Mother of Pearl to design a window installation at the hotel on Stratton Street which will be on display from the 11 September.

China Exhibition: Crossover East is holding the first exhibition dedicated to fashion design by Chinese Designers in London. The exhibition runs from 10– 15 September and includes designers Haizhen Wang, Ji Cheng and Simon Gao.

David LaChapelle: TFL has teamed up with Annin Arts to launch a new public exhibition on top of bus stop shelters on the Strand with American fashion photographer David LaChapelle which will run from 12-22 September.

Drawing on Style: Gray M.C.A is holding a selling exhibition of more than 40 original fashion illustrations from Post War 1940s through to the 1970s from 11- 16 September at Gallery 8, 8 Duke Street, St James's, London.

Vodafone London Fashion Weekend: From 18-21 September, Somerset House will play host to Britain's biggest biannual consumer fashion showcase. Vodafone London Fashion Weekend is your chance to experience first-hand insider knowledge and style advice from London Fashion Week's most famous British brands. Expect designer shopping, catwalk shows, pop-up shops, hair & beauty and educational panels from leading industry experts. For tickets visit: www.londonfashionweekend.co.uk

#LFW: In 2011 and 2012 London was crowned "Top Global Fashion Capital" in Global Language Monitor's 10th annual survey of most-discussed fashion cities. This season we want to reclaim our title so join the conversation by using the hashtag #LFW. Highlights from #LFW on Twitter and Instagram will be shared on the LED Screen on the exterior of the BFC Courtyard Show Space.

- 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 12-16 September 2014. For more information please visit www.londonfashionweek.co.uk

Vodafone London Fashion Weekend AW14 runs from 18-21 September 2014. For more information please visit 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

For press enquiries, please contact:

Sophie McElligott, +44(0)20 7759 1986

sophie.mcelligott@britishfashioncouncil.com

Editor's notes:

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and coordinate 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