

LONDON FASHION WEEK

12-16 SEPTEMBER 2014

PRINCIPAL
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PRESS RELEASE

19th FEBRUARY 2015

CELEBRATE LONDON FASHION WEEK AW15

London Fashion Week has 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.

BRITISH FASHION COUNCIL EVENTS OPEN TO THE PUBLIC:

ASOS Talks: The team behind ASOS Daily News will host its first London Fashion Week fashion panel to discuss what it takes to get your foot in the fashion door. Free admission, with Lou Stoppard, Melanie Ashley, Pandora Sykes and Sharmadean Reid, chaired by Danielle Radojcin.

Date: 22 February 2015, 5.30pm-6.30pm

Address: Somerset House Courtyard, Strand, London WC2R 1LA

Tickets: <http://bit.ly/1Ftn40g>

BFC Contemporary Shop on eBay.co.uk: Celebrate London Fashion Week by visiting the official *BFC Contemporary* store on eBay.co.uk. Open for a limited time (20th February – 11th March) shoppers can buy clutch bags and scarves priced under £100 and designed exclusively by Alexis Barrell, Georgia Hardinge, Paper London, Prism and Zoë Jordan. To shop BFC Contemporary visit: ebay.co.uk/bfc.

Date: 20 February – 11 March

Address: ebay.co.uk/bfc

BFC Fashion Film: Gareth Pugh, House of Holland and Jean-Pierre Braganza will screen their films funded by the British Fashion Council's Fashion Film initiative, sponsored by River Island. In a virtual first, River Island and Jean-Pierre Braganza have collaborated with Google to create a film with Oculus Rift, a new virtual reality headset. From 10.00 to 11.00 the screenings which will be free admission and open to the public on a first-come-first-served basis. The films will be available to watch online: www.britishfashioncouncil.com/fashionfilm

Date: 23 February, 10am-11am

Address: Somerset House Courtyard, Strand, London WC2R 1LA

International Fashion Showcase: The British Council and the British Fashion Council will present 130 emerging designers from 30 countries. Over the course of the exhibition there will be a programme of talks open to the public. For more information please visit: design.britishcouncil.org/projects/IFS/

Date: 20 – 24 February, 10am-11am

Address: Brewer Street Car Park, Brewer Street, London W1F 0LA

Live Streaming: Last season over 90% of London Fashion Week catwalk shows were live streamed and watched from 190 countries worldwide. This season the British Fashion Council will be live streaming the

shows again, to watch please visit: londonfashionweek.co.uk/live and click here for the show schedule: londonfashionweek.co.uk/schedule.

Vodafone London Fashion Weekend: 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. London's biggest pop-up: expect designer shopping, catwalk shows, pop-up shops, hair, beauty and educational panels from leading industry experts.

Date: 26 February – 1st March

Address: Somerset House, Strand, London WC2R 1LA

Tickets: londonfashionweekend.co.uk

JOIN THE CONVERSATION

#LFW: In the run up to LFW in September 2014, research from Twitter found that 94% of its users are aware of the event, while 74% have an interest in LFW. 78% of guests looking to attend LFW said that they planned to tweet during the event, 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.

Facebook: <https://www.facebook.com/londonfashionweek>

Twitter: @LondonFashionWk

Instagram:

@britishfashioncouncil

EVENTS OPEN TO THE PUBLIC AROUND THE UK

Anya Hindmarch's Sticker Shop at May Fair Hotel: The May Fair, the official hotel of London Fashion Week, will host Anya Hindmarch's Sticker Shop, a window installation at the hotel which will be on display from the 19th February. Hindmarch has also created a custom afternoon tea served in the hotel bar.

Date Afternoon Tea: 20 – 24 February

Address: The May Fair Hotel, Stratton Street, London W1J 8LT

Browns: Ashley Williams has been commissioned to create a special window installation in Brown Focus for the duration of London Fashion Week. The remainder of the womenswear windows are being designed by Nicholas Kirkwood featuring clothes by Brown's championing new designer, Alice Archer.

Date: From 19th February

Address: Browns, 24 South Molton Street, London W1K 5RN

Dover Street Market: British designers will take over the iconic concept store to celebrate London Fashion Week: Craig Green has been commissioned to create an installation for the basement, NEWGEN recipient Molly Goddard has created a pop-up space on the second floor showcasing her colourful collection in a dollhouse-like setting, and Simone Rocha is redesigning her space on the third floor drawing inspiration from "Mad Flowers" SS15.

Date: From 19th February

Address: Dover Street Market, 17-18 Dover Street, London W1S 4LT

Eley Kishimoto wraps Centre Point: To celebrate the rejuvenation of the Grade II listed building, Centre Point will have its façade wrapped by British design company, Eley Kishimoto.

Address: Centre Point, 103 New Oxford Street, London WC1A 1RG

Fashion For Relief: Naomi Campbell will kick off London Fashion Week with a star studded charity fashion show. Naomi and her friends will be hitting the catwalk wearing pieces donated from the world's most prestigious fashion houses including Alexander McQueen, Stella McCartney and Vivienne Westwood. The catwalk show will be followed by a live auction of items donated by designers, artists, brands and celebrities.

Date: 19th February, 8pm

Address: Somerset House, Strand, London WC2R 1LA

Tickets: <http://bit.ly/1BiVmSG>

Finery London Pop-Up: Finery London opens “The Fitting Room” a pop-up showroom in Covent Garden for two weeks. Customers can buy the collection online and have it delivered to the showroom to try it on and receive professional style advice.

Date: 9 – 23 February, 10am - 7pm

Address: The Finery Fitting Room, 35 Monmouth Street, London WC2H 9DD

FUTURE CONTEMPORARIES PARTY: Serpentine Galleries partner for the first time with luxury brand Coach to host the 2015 Future Contemporaries Party. The party will feature a live performance by LA indie rock group Warpaint and sets by internationally renowned DJs. The Future Contemporaries programme raises funds for the Serpentine’s acclaimed art, architecture, design, education and public programmes. Tickets £200 (non-members), £175 (members).

Date: 21st February, 7pm - midnight

Address: Serpentine Sackler Gallery, Kensington Gardens, West Carriage Drive, London W2 2AR

Gareth Pugh Retrospective: As well as Gareth Pugh’s return to the catwalk at London Fashion Week, the designer will also stage a retrospective exhibition to celebrate the label’s tenth anniversary.

Date: 11 February – 29 May

Address: Galeria Melissa, 43 King Street, Covent Garden, London WC2E 8JS

House of Vans: Footwear brand Vans celebrates London Fashion Week with a week of fashion-inspired films. Starting with “Bill Cunningham New York” on the 19th of February, the screenings are free of charge and on a first come first served basis.

Date: 19 - 26 February

Address: House of Vans, Arches 228, 232 Station Approach Road, London SE1 8SW

Hunter Original partner with Ocean Outdoor: In a UK first, Hunter Original in partnership with Ocean Outdoor, will live stream the AW15 Hunter Original catwalk show across Ocean Outdoor’s national network of nine large scale digital screens. The screens are located in high-traffic retail environments in Birmingham, Glasgow, Leeds, Liverpool, London and Manchester. The show will also be streamed on the brand’s Facebook and Twitter profiles (@hunterBoots), and at hunterboots.com.

Invitation Strictly Personal: Ian R Webb presents a collection of catwalk show invitations dating from 1961 alongside notes and sketches from the front row critiquing the garments. Free admission.

Date: 16 February – 22 March

Address: Great Arch Hall, South Wing, Somerset House, Strand, London WC2R 1LA

Jean François Carly, Surrender After: Fashion photographer Jean-François Carly will show a highly personal collection of large scale, hand printed black and white photographs at Forge & Co Gallery in Shoreditch. Mostly known for his fashion advertising work for brands such as Bally, Hugo Boss and Swarovski, Carly will present his series of portraits depicting friends and collaborators from the East London fashion scene.

Date: 19 February – 4 March

Address: Forge & Co Gallery, 154-158 Shoreditch High Street, London E1 6HU

Knyttan: Factory of the Future: Knyttan’s Factory of the Future, based in the New Wing of Somerset House, allows visitors to create their own designs using the latest technology. Its designs are then made with the studio’s industrial machines using the finest-quality Merino wool.

Date: Until 13th March

Address: New Wing Somerset House, Strand, London WC2R 1LA

Lavazza/Christopher Raeburn Airstream: Lavazza has teamed up with Christopher Raeburn to create a customised airstream from which it will be selling Lavazza coffee in Christopher Raeburn designed cups in the courtyard at Somerset House.

Date: 20 - 24 February

Address: Somerset House Courtyard, Strand, London WC2R 1LA

Liberty: Liberty will dedicate its main window run to London Fashion Week. The scheme is inspired by the 1970s and will feature two floral prints from the Liberty archive. The windows will showcase amongst others Christopher Kane, Henry Holland, Jonathan Saunders, Mary Katrantzou, Peter Pilotto, Roksanda Ilincic, Sophie Hulme and Vivienne Westwood.

Date: From 19th February

Address: Liberty, Regent Street, London W1B 5AH

Marks & Spencer: M&S Market Street in Manchester will present the highlights of London Fashion Week AW15 followed by a live catwalk show of its spring collection.

Date: 26th February

Address: Marks & Spencer, 7 Market Street, Manchester M1 1WT

Mary Katrantzou x Selfridges Installation: The designer will inaugurate her bag collection at Selfridges to coincide with London Fashion Week, Mary Katrantzou will create a unique installation on the Ground Floor.

Date: from 19th February

Address: Selfridges, 400 Oxford Street, London W1A 1AB

Matthew Williamson's Afternoon Tea at Balthazar: Matthew Williamson has created a custom afternoon tea menu for Covent Garden restaurant, Balthazar, inspired by his SS15 collection.

Date: 6 February – 6 May, 3pm – 5pm

Address: Balthazar Restaurant, 4-6 Russell Street, Covent Garden, London WC2B 5HZ

MiH x Selfridges: MiH Jeans celebrates the launch of its ready-to-wear collection at Selfridges London with an exclusive pop-up shop. MiH is building a unique shop-fit installation in the Selfridges Denim Studio. Supersized 'MiH' letters with Instagram visuals will double up as an integrated display to create a complete MiH shopping experience. Spend over £200 to receive a free gift.

Date: from 19th February

Address: Selfridges, 400 Oxford Street, London W1A 1AB

Pop-up Braid Bar at Sketch: Each morning during London Fashion Week, Mayfair's Sketch will have a pop-up version of The Braid Bar where guests can get a personalised plait and a Sketch breakfast from £15.

Date: 19 - 24 February

Address: Sketch, 9 Conduit Street, London W1S 2XG

Pringle of Scotland's 200th Anniversary: Celebrating 200 years of iconic knitwear, Pringle of Scotland is opening a major exhibition held at the Serpentine Gallery coinciding with its catwalk show on Sunday, 22nd February. The exhibition will feature archive pieces as well as films and photographs which trace the brand's history. As well as the exhibition, Pringle of Scotland will launch a new service, Deconstructed, which allows customers to create their own 3D knits and prints.

Date: From 22nd February

Address: Serpentine Gallery, Kensington Gardens, London W2 3XA

Sophia Webster x Harrods: To celebrate London Fashion Week, Sophia Webster opened a pop-up boutique within the Harrods Shoe Heaven. For one month the store will house the largest selection of Sophia Webster styles in the UK.

Date: 16 February – 16 March

Address: Harrods, 87-135 Brompton Road, London, SW1X 7XL

Temperley London Window Display: To celebrate London Fashion Week, Temperley London will unveil a 4D Alice in Wonderland themed window featuring Amber Heard in a new summer look. The unveiling will take place at the flagship store on Bruton Street, at 5pm on Friday 20th February.

Date: From 20th February

Address: Temperley London, 27 Bruton Street, London W1J 6QN

The Unseen Emporium: The Unseen is a collective of alchemists, cutters, coders and anatomists who are exploring the relationship between science and design. Visitors are fully immersed in material science and surrounded by iconic British designed products that have been treated with Unseen technology. For London Fashion Week The Unseen are creating a sculptural jacket that changes colour depending on the wearer's mood.

Date: Until 5th May

Address: New Wing, Somerset House Courtyard, Strand, London WC2R 1LA

Topshop: A screening area will allow customers to watch the Topshop Unique show live from Tate Britain. Customers will be able to review the show by tweet to win a chance to attend the SS16 show in September as well as a Topshop fashion collection. There will also be a unique Twitter vending machine which customers can tweet for treats. Over London Fashion Week, mannequins in the Oxford Street store will be styled each day in five of the day's new trends, all identified from aggregated Twitter conversations. The store façade will also feature a live billboard showing Tweets and fashion trends.

Date: 22nd February

Address: Topshop, Great Castle Street Oxford Street, London W1W 8LG

Very Exclusive Launch: Shop Direct is launching its first luxury brand, VeryExclusive.co.uk on the 19th February. The site will include a collection of upmarket high street and accessible luxury fashion and beauty brands including McQ, Karen Millen and Vivienne Westwood Anglomania.

Wedding Dresses at the Victoria & Albert Museum: The exhibition highlights the development of the white wedding dress and its treatment by key fashion designers such as John Galliano, Norman Hartnell, Charles James, Christian Lacroix, Vera Wang, Vivienne Westwood and Charles Frederick Worth.

Date: Until 15th March

Address: Victoria & Albert Museum, Cromwell Road, London SW7 2RL

Woman Fashion Power Exhibition: Using exclusive interviews, an immersive multimedia journey and historic pieces of clothing, the exhibition examines how women used fashion to define and enhance their position in the world.

Date: Until 26th April

Address: Design Museum, 28 Shad Thames, London SE1 2YD

- 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 AW15 runs from 20th – 24th February 2015. For more information please visit: londonfashionweek.com.

Vodafone London Fashion Weekend AW15 runs from 26th February – 1st March 2015. For more information please visit: londonfashionweekend.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.

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