

LONDON COLLECTIONS MEN

DESIGNER SHOWROOMS AT LONDON COLLECTIONS MEN

PRESS RELEASE

2nd JUNE 2015

The British Fashion Council (BFC) today announces that 70 menswear designers will be featured in the Designer Showrooms at London Collections Men, 12th – 15th June 2015. Running alongside a packed schedule of catwalk shows, presentations and events, the Designer Showrooms showcase emerging, streetwear, contemporary and resort brands. The showrooms take place in two of the official LCM venues, The Hospital Club and Victoria House.

THE HOSPITAL CLUB: READY-TO-WEAR

The Hospital Club will host the ready-to-wear collections on three floors.

On the lower ground floor, the Emerging and Streetwear Showroom features some of the next big names in British menswear including designers, NEWGEN MEN's One-to-Watch, **Sarah Hellen**, Chinese-born **Wan Hung Cheung** and Rav Matharu's label **Clothsurgeon** which mixes sportswear with sharp Savile Row tailoring.

On the ground floor, the Contemporary Showroom will see **Lou Dalton** and **Natural Selection** returning with their new SS16 collection following critical acclaim last season, as well as **Qasimi** relaunching its eponymous label during the event.

On the first floor, the Luxe Basics & Resort space will showcase brands such as hedonistic party spirited **Boardies**, South African luxury casual and swimwear **Leo Joseph** and contemporary Italian menswear brand **Tropiano**.

VICTORIA HOUSE: ACCESSORIES

Victoria House will host the Accessories Showrooms, the NEWGEN MEN pop-up showrooms as well as a number of catwalk shows.

The Accessories showroom will feature bags from London Collections Men first-timers **Passavant & Lee** and hand-made shoes from **Modern English**. One of Selfridge's Bright Old Things 2015, Robert Roope, will showcase his jazz-inspired sunglasses line, **Black Eyewear**, and Neil Marlow will exhibit his men's jewellery collection, **Nilplug**. Other brands include watchmaker **South Lane** and helmet company, **Hedon**.

Victoria House will also host the NEWGEN MEN sponsored by TOPMAN pop-up showroom. Buyers can make sales appointments with this season's NEWGEN MEN designers: **Agi & Sam, Alex Mullins, Astrid Andersen, CMMN SWDN, Cottweiler, Craig Green, Kit Neale, PIETER, Nasir Mazhar and Vidur.** NEWGEN MEN shoe designer, **Diego Vanassibara**, will have a stand for the whole four days as part of the Accessories showroom.

THE HOSPITAL CLUB ANNEXE

The Annexe located next to the main entrance of the Hospital Club, will play host to two London-based showrooms, Rainbow Wave and Toubia London, which will showcase upcoming as well as well-established designers such as **Ancient Greek Sandals, Bella Freud, Hereu, Na-Di Studio and Phoebe English.**

DESIGNER SHOWROOMS EVENTS

This season the Opening Reception will take place at The Hospital Club and will be the first chance to see the showrooms. *Seventh Man* magazine and *Menswear Buyer* will host this season's Open Houses at The Hospital Club and Victoria House in partnership with Warsteiner Lager. These are opportunities for press and buyers to meet the designers and see the latest collections over drinks in an intimate setting. Find full details at www.londoncollections.co.uk/events.

- ENDS -

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For access to official video and image content from London Collections Men register with our media portal: britishfashioncouncil.rightster.com
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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 Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, 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; BFC/GQ Designer Menswear Fund supported by Vertu; BFC/*Vogue* Designer Fashion Fund; BFC Contemporary sponsored by eBay; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. Showcasing initiatives and events include London Fashion Week, London Collections Men, LONDON show ROOMS, the BFC Fashion Arts Foundation, International Fashion Showcase, London Fashion Weekend and the annual celebration of excellence in the fashion industry: the British Fashion Awards.

London Collections Men is owned and organised by the British Fashion Council and chaired by Dylan Jones OBE.

UK Trade & Investment is proud to be supporting London Collections Men.

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