

# LONDON FASHION WEEK

16-20 FEBRUARY 2018

## PRESS RELEASE

12<sup>th</sup> February 2018

### LONDON FASHION WEEK FEBRUARY 2018 IS A CITY-WIDE CELEBRATION

London Fashion Week is a city-wide celebration of individualism, openness and diversity. Considered as a melting pot for creativity and innovation, London's fashion scene is one of the most exciting and diverse globally. London Fashion Week and London Fashion Week Festival aim to explore and bring together the worlds of fashion, art, music and tech by hosting an exciting mix of events, presentations and collaborations throughout February. This season, there are many ways the public can get involved, from digital engagement, to events across the city. All the below activities and events are open to the public.

#### LONDON FASHION WEEK FESTIVAL

**Thursday 22<sup>nd</sup> – Sunday 25<sup>th</sup> February**

*The Store Studios, 180 Strand, WC2R*

London Fashion Week Festival welcomes 14,000 people across four-days offering the ultimate fashion experience to consumers; with curated shopping galleries from over 120 international and British brands, catwalk shows, industry talks and style presentations. The event allows consumers to experience the atmosphere of London Fashion Week in its official venue and gain insight into the fashion industry while giving designer brands the opportunity to meet and build direct relationships with new customers.

This season the Designer Runway will see **Juicy Couture, NICOPANDA & Zandra Rhodes** show their collections while Senior Fashion Director of LOVE magazine, **Steve Morriss** will be the stylist for the Designer Trend shows. In addition, the London Fashion Week Festival talk series will see an exciting schedule focusing around fashion, tech and lifestyle. Speakers include fashion icon **Daphne Guinness**; menswear buyer **Darren Skey**; **The Gal-Dem Collective**; Fiorucci CEO **Janie Schaffer**; designers **Markus Lupfer & Orla Kiely**; lifestyle entrepreneur **Deliciously Ella**; digital influencers **Jim Chapman**; **Lucy Williams & Niomi Smart** as well as a **careers in fashion** talk from top fashion executives. The **Sheer Luxe** series will present fashion expert **Trinny Woodall** in conversation and a panel discussion of fashion influencers on **making trends wearable** and additionally **River Island** will host a series of curated talks. For the first time, the event will offer immersive experiences. **Another\_Space** will offer yoga on the runway on Friday and Saturday while **Embellished Talk** will hold one-hour workshops throughout Saturday giving guests the opportunity to learn the art of embellishment. This season's **limited edition LFWF tote bag** has been designed by **Markus Lupfer**.

Tickets are now available online - [londonfashionweekfestival.com](http://londonfashionweekfestival.com)

## **BEYOND HERITAGE WITH MULBERRY**

**Saturday 17<sup>th</sup> & Sunday 18<sup>th</sup> of February**

*Spencer House, London SW1A 1NR*

Mulberry will be hosting a series of public talks and workshops at Spencer House with Mulberry collaborators who have a shared passion for craft, fashion and quality.

Talks will include leather demonstrations from Mulberry craftsmen, an introduction to millinery by Noel Stewart and Hepple gin masterclasses led by artisan distiller Valentine Warner, among others.

Guests will also be able to visit the Spencer House retail pop-up space, experience tours of the stately home, and enjoy the Mulberry Palm Room tea house.

To reserve complimentary place and discover the full itinerary of events visit [mulberry.com](http://mulberry.com)

## **BROWNS EAST: POP SHOP BALLOONS**

**Until March 5<sup>th</sup>**

*Browns East, 21 Club Row, London E2 7EY*

Pop by Browns East to take in the sight of this fabulously eccentric installation, purchase a helium-inflated balloon to take away with you, or place an order for delivery with the help of their in-store ambassadors. POP SHOP BALLOONS will be available at Browns East only.

## **BURBERRY PAYS TRIBUTE TO 17 YEARS OF ITS SOUNDTRACKS**

Burberry is celebrating its long-standing relationship with music with a dedicated playlist, available on Apple Music, featuring over 200 tracks that have defined some of the brand's most memorable moments over the last 17 years.

Since joining Burberry in 2001, Christopher Bailey has cemented music, and the support of musicians, at the heart of the brand's retail experience, runway shows, global events and campaigns. This new playlist on Apple Music allows subscribers to explore and enjoy the sounds that have shaped the brand over its recent history.

For more information please visit:

[www.burberry.com](http://www.burberry.com)

## **CAFÉ BELVEDERE**

**Thursday 15<sup>th</sup> – Sunday 18<sup>th</sup> February**

*15 Bateman St, London, W1D 3AQ, Opening Times from 1pm to 10:30pm*

Belvedere will be hosting an intimate drop in Café during London Fashion Week, from Thursday 15<sup>th</sup> until Sunday 18<sup>th</sup> February. Belvedere is bringing the iconic cocktail – the Espresso Martini – back to its spiritual home of Soho. Providing both style and substance for the ultimate fashion crowd and adding a new twist on a classic, guests can preview the new Belvedere Espresso, the fastest serve from a vintage inspired syphon. Café Belvedere will also serve three beautiful interpretations created by Martin Hudak of The Savoy, all focusing on the power of coffee and Belvedere vodka.

## **COMMONWEALTH FASHION EXCHANGE**

**From Wednesday 21<sup>st</sup> February**

*Australia House, Strand, London WC2B 4LA*

For the first time, established and emerging fashion talent from across the Commonwealth's 52 countries showcase the power and potential of artisan fashion skills to deliver new networks, trade links and highlight sustainability. Selected design talent includes major names such as Karen Walker representing New Zealand, Bibi Russell representing Bangladesh and

Burberry and Stella McCartney representing the UK. Participating designers and artisans will collectively represent all 52 commonwealth member countries in a major new initiative ahead of the Commonwealth Heads of Government Meeting in London this April. The 'looks' created through the Fashion Exchange will be showcased at a special reception at Buckingham Palace during London Fashion Week in February before moving to a public exhibition at Australia House and various other London locations. The Commonwealth Fashion Exchange is an ambitious project created and managed by Eco-Age, with support of the Commonwealth Fashion Council and the British Fashion Council, and in partnership with Swarovski, The Woolmark Company and Matchesfashion.com who will launch an edited collection in September.

For more information visit:

<http://eco-age.com/commonwealth-fashion-exchange/>

#### **DHL AWARD FOR INTERNATIONAL FASHION POTENTIAL**

DHL and the British Fashion Council are pleased to announce the second year of the DHL Award for International Fashion Potential, which will reward one, small or medium sized British brand with £20,000 to help them realise their potential to take products to new, and international markets. The winner will also gain mentoring and advice.

The Award is open to a wide range of British brands and applications will open by 16<sup>th</sup> February 2018.

For more information regarding criteria and to apply please visit: <https://dhlfashion.co.uk/>

#### **FASHION SPACE GALLERY**

**Until 21<sup>st</sup> April**

*London College of Fashion, 20 John Princes Street, W1G 0BJ*

Super Sharp explores the appropriation of Italian designer brands in the underground music scenes of Jungle and UK Garage. Versace, Moschino, Iceberg and D&G are examples of labels that ruled the dance floor in the nineties. This exhibition draws from an extensive archive amassed by DJ and producer Saul Milton, which also forms the core of the wider series of exhibitions RTRN II JUNGLE. By combining the music, testimonials and the original garments, the exhibition reveals why high-end Italian labels were so important to the cultural and style history of both genres.

For more information visit: <http://www.fashionspacegallery.com>

#### **HE.SHE.THEY**

**24<sup>th</sup> February**

*Ministry of Sound, 103 Gaunt Street, SE1 6DP*

He.She.They. will take over all 4 rooms at Ministry of Sound on February 24<sup>th</sup> in an evening that merges the worlds of fashion, music and art. The event will be headlined by Maya Jane Coles who recently released her award-winning sophomore album 'Take Flight'. She will be joined by Dj turned designer Ellen Allien, Satoshi Tomiie, Wings/Warboy B2B, Scratcha DVA, Mickey Pearce, Maze and Masters, The Menendez Brothers and Barely Legal amongst others.

For more information and tickets please visit:

<https://www.residentadvisor.net/events/1051660>

#### **KENSINGTON PALACE: DIANA: HER FASHION STORY**

**Until 28<sup>th</sup> February**

*Kensington Gardens, W8 4PX*

Discover how Diana used her image to inspire people and to champion the causes she cared about through an extraordinary display of some of her most iconic outfits.

For more information please visit:

[hrp.org.uk/kensington-palace](http://hrp.org.uk/kensington-palace)

### **SELFRIDGES PRESENTS: LAMYLAND**

**Until March 25<sup>th</sup>**

*Selfridges, 400 Oxford Street, London W1A 1AB*

Michèle Lamy – one of the fashion world’s most radical creatives – is taking up residence in The Corner Shop at Selfridges London, Oxford Street. Using boxing as a metaphor for exploring wider cultural, spiritual and social questions, Michèle (a lover of boxing) is giving The Corner Shop a radical makeover with exclusive active wear and boxing merchandise designed in collaboration with artists and innovative designers. Part of Selfridge’s new Radical Luxury campaign, which explores what luxury means today – and what it might mean tomorrow.

For more information visit: [www.selfridges.com](http://www.selfridges.com)

### **TONI&GUY X LABEL.M**

As Official Sponsor of London Fashion Week, and using professional haircare range label.m, the TONI&GUY Session Team have been supporting key designers for 28 seasons and counting.

To book an appointment at your nearest TONI&GUY salon, please visit the website: [www.toniandguy.com/salon-finder](http://www.toniandguy.com/salon-finder)

### **THE FASHION AND TEXTILE MUSEUM: T-SHIRT: CULT – CULTURE – SUBVERSION**

**Until May 6<sup>th</sup>**

*83 Bermondsey Street, SE1 3XF*

Explore the T-shirt in the 20th Century through this inspirational exhibition; charting the history, culture and subversion of the most affordable and popular item of clothing on the planet. T-SHIRT: CULT – CULTURE – SUBVERSION highlights the multi-faceted role of this humble garment. From men’s underclothes to symbol of rock and roll rebellion, through punk and politics to luxury fashion item, T-shirts broadcast who we are and who we want to be.

For more information visit: <http://www.ftmlondon.org/ftm-exhibitions/t-shirt-cult-culture-subversion/>

### **V&A MUSEUM- BALenciAGA: SHAPING FASHION**

**Until February 18<sup>th</sup>**

*Victoria & Albert Museum, Cromwell Road, London SW7 2RL*

Find more than 100 items of clothing and 20 hats, alongside sketches, photographs, fabric samples and catwalk footage demonstrating the Spanish designer’s masterful craftsmanship.

For more information visit: [www.vam.ac.uk](http://www.vam.ac.uk)

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[londonfashionweek.com](http://londonfashionweek.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 BFC Fashion Film; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. The BFC supports Boden's Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.