

LONDON FASHION WEEK

14–18 FEBRUARY 2020

PRESS RELEASE

Friday 31st January

LONDON FASHION WEEK FEBRUARY 2020 IS A CITY-WIDE CELEBRATION

The British Fashion Council (BFC) is delighted to announce that London Fashion Week (LFW) February 2020 will be a city-wide celebration themed around Positive Fashion, the BFC initiative designed to celebrate industry best practice and encourage future business decisions to create positive change. City-Wide celebration aims to unite London in a festival of creativity and innovation with a dynamic schedule including events and activations in partnership with key retailers, cultural institutions and businesses, opening London Fashion Week to new audiences and communities. The full schedule of City-Wide activities taking place can be found on the official LFW website [here](#).

The BFC has curated a schedule of activities including over **78** brands, **103** stores and **346** events taking place between Friday 14th and Tuesday 18th February. Events and activations will continue to be added to the schedule leading up to LFW. Look out for **#LFW** in storefronts and window displays throughout the city in internationally renowned shopping destinations such as Chelsea, Covent Garden, Mayfair & The West End, to identify the partners taking part in City-Wide Celebration.

14-18 FEBRUARY 2020
LFW
LONDON
FASHION
WEEK

This schedule is an extension of London Fashion Week, which will be open for both trade and public audiences. Please see below some highlights of the City-Wide Celebration taking place during London Fashion Week.

London Fashion Week

14th February – 18th February, 09:00 – 19:30

The Store X, 180 Strand, Temple, London WC2R 1EA

London Fashion Week September 2019 was the first international fashion week to open its doors to a wider public, offering dedicated experiences for both a trade and public audience through one dynamic schedule. Following its success, the format returns for London Fashion Week February 2020. The London Fashion Week hub is located at The Store X, 180 Strand, with tickets available to four public sessions on Saturday and three on Sunday, taking place on Saturday 15th February and Sunday 16th February. Ticket holders will have access to Designer Catwalks & industry talks; The Store X, home to the BFC Catwalk Space; the Positive Fashion Exhibition and the DiscoveryLAB: an experiential space where fashion meets art, technology and music.

Standard tickets are priced at £135 and VIP tickets at £245.

Buy your ticket [here](#)

Browns

14th February – 18th February, 11:00 – 18:00

Browns East, 21 Club Row, E2 7EY & Browns, 24-27 S Molton Street, Mayfair, London W1K 5RD

From Friday 14th February, Browns will play host to a series of installations over London Fashion Week including a next generation showcase in the windows at Browns South Molton Street and in the entrance at Browns East. Browns are also giving their customers the opportunity to banish their winter blues by welcoming them into the ultimate happy place at Browns East, which hosts a floor-to-ceiling SAD-combatting light to offer some respite from the gloomy February haze. Enjoy lush greenery, a soundscape curated by Be Box and a carefully concocted aroma of brain-boosting rosemary and clarifying lemon to conjure the sweet scent of serenity.

Evening Standard

14th February – 18th February

Pick up the collectable Fashion Edition of the Evening Standard's weekly life and style bible, ES Magazine, in selected stores taking part in the LFW City Wide Celebration.

KARL LAGERFELD

14th February - 18th February, 12:00 - 18:00

145-147 Regent St, Mayfair, London, W1B 4JB

On the 17th February, KARL LAGERFELD will launch "The White Shirt Collection" as a celebration of the timeless, elegant and effortlessly sophisticated style. You are invited to discover the collection at the KARL LAGERFELD Regent Street store, plus enjoy a complimentary service to customise your white shirt with iconic Karl artworks and graphics. The customization service will be offered from 14th to 18th February, daily from 12:00 to 6:00 p.m.

LAVAZZA

14th February – 18th February, 09:00 – 17:00

LAVAZZA is the Official Coffee Partner for London Fashion Week. Keep an eye out for City Wide Celebration partners that will be offering exclusive Lavazza menus to celebrate London's premier Fashion event.

Klarna

14th February - 17th February, 10:00 – 18:00

For London Fashion Week, Klarna are teaming up with designer Olivia Rubin & luxury nail studio TOWNHOUSE. The Klarna x Olivia Rubin Nail Salon will be open for the whole weekend, treating customers to designer manicures while showcasing Olivia Rubin's latest collection and giving away some fabulous Klarna goodies. Keep an eye out for the Klarna x Olivia Rubin tuk tuks to catch a free ride to The Klarna x Olivia Rubin Nail Salon.

LetsBab

14th February – 18th February. 09:00 – 19:30

The Official Schedule App of London Fashion week, will be hosting the City-Wide Celebration schedule in their app. Download now to access: www.LetsBab.com/app

Lululemon

14th February – 18th February

187-191 Regent Street, Mayfair, London W1B 4JP

In collaboration with London Fashion Week, Lululemon Regent Street will be hosting a special event centred around self-love, body image, and female empowerment just in time for Valentine's Day. The base at Lululemon Regent Street will welcome an outstanding panel of amazing women who will share their stories—stories of friendship, stories of determination and hard work, stories of falling in love with one's self. Lululemon Regent Street ambassador Jaimie Chin-Dickey will facilitate this much-anticipated panel and will be joined by a set of empowering and inspirational women across a variety of sectors, from fashion to medicine. Further events include an interactive talk and Q&A, where personal stylist and Practical Princess founder, Erika Gibbs will show you how to build a capsule wardrobe from pieces that suit your personality and flatter your body and a workshop led by naturopath Izzy Kirkby, teaching you how to use medicinal plants and flowers in your bathtub to achieve inner peace and spiritual wellness.

Machine-A

14th February – 15th February, Opening Times

13 Brewer Street, London, W1F 0RH

For London Fashion Week, Machine-A presents P.D.P Please.Dont.Pet, an interactive pop-up presented by A\$AP NAST (NST2) and D33J (PANGEA). Paula Canovas del Vas will further launch a selection of exclusive products at Machine-A with an in-store installation, featuring a 3D video digitally manufactured by Belgian artist Wouter Gysemans.

Mulberry

14th February – 16th February, *see website for details.*

50 New Bond St, Mayfair, London W1S 1BJ

For London Fashion Week, Mulberry invites you to go behind the scenes at their Bond Street store. Follow skilled craftspeople through each stage of making their 100% sustainable Portobello Tote, buy your limited edition bag fresh from the production line, listen to talks from industry leaders, see performances by an exclusive line-up of up-and-coming artists, get hands-on with bracelet-making workshops, grab a snack or a coffee from cult London cafe Pophams exclusive pop-up. Immerse yourself in the brand's rich and progressive heritage and discover their distinct approach to sustainability, innovation and change.

For more information visit Mulberry.com.

NOW Gallery

Thursday 13th February, 18:00 – 20:00

The Gateway Pavilions, Peninsula Square, Greenwich Peninsula, London SE10 0SQ

As part of London Fashion Week City Wide Celebration and coordinated by The London Fashion Council, NOW Gallery is open late for drinks and a talk with a collection of creatives who use colour as a fundamental part of their work. This is also an opportunity to see Emmanuelle Moureaux's installation 'Slices of Time', NOW Gallery's 2020 Design Commission.

'Colour Forms Fashion Talk'

An interdisciplinary discussion looking at how colour dictates form, how colours creates fashion and how colour informs art and design with speakers Anna Starmer (Colour forecaster), Jemima Burrill (Chair & Curator, NOW Gallery), Sadie Williams (Designer, Ashley Williams), Sophie Smallhorn (Artist).

Roland Mouret

14th February – 18th February 10:00 – 18:30

8 Carlos Place, Mayfair, London W1K 3AS

For Roland Mouret, the enduring motivation behind his London Fashion Week showcases remains the unique opportunity to celebrate fashions collaborative spirit. For his SS20 collection, Mouret incorporated creations of independent artists whose talents, stories and aesthetics had touched him. The New York based jewellery designer Marla Aaron was one such collaborator, whose work he immediately fell in love with for its evocative, disruptive punk attitude fused with refined detailing. During London Fashion Week's City-Wide Celebration activation, a Marla Aaron pop-up will be welcomed at Roland Mouret's flagship shore alongside a showcase of the runway designs which explore the theme of sustainability.

Selfridges

14th February – 18th February, 10:00 – 20:00

The Yellow Drop Room, 400 Oxford Street, Marylebone, London W1A 1AB

In light of Selfridges store-wide campaign 'Happy New Decade', Vintage Clothing Label Not/Applicable has hand selected a rare selection of authentic vintage T-shirts from iconic moments from the past decades that brings back nostalgic happy feelings.

The May Fair Hotel

14th February – 18th February

Stratton Street, Mayfair, London W1J 8LT

This year, The May Fair Hotel is celebrating its 12th year as The Official Hotel partner of London Fashion Week. Designer-in-residence and British fashion designer Osman Yousefzada will once again be curating their Stratton Street windows, alongside limited-edition hotel key cards during London Fashion Week. For those in search of a memorable dining experience, The May Fair invites you to dine at their award-winning contemporary Spanish and Italian restaurant, May Fair Kitchen, and enjoy some of Osman's recommended plates.

Toni & Guy

14th February – 18th February, 9am - 8pm

Bedford St, Long Acre, Wigmore Street, North Audley and Curzon Street

Have a catwalk ready blow-dry for £30 & receive a travel size backstage essential label.m shine mist exclusive to TONI&GUY London salons - Bedford Street, Long Acre, Wigmore Street, North Audley and Curzon Street. Call your preferred salon to book your appointment, quoting 'LFW 2020'.

Topshop

Friday 14th February, Opening Times

214 Oxford Street Oxford, London W1W 8LG

Join Topshop at their Topshop Topman flagship store on Oxford Street for an exciting Valentine's pop-up including creative workshops and an art installation. Spend £30 in store and pick a love heart from their installation for the chance to win a gift card of up to £500 and more amazing prizes.

Whitechapel Gallery x OSMAN

Sunday 16th February

77-82 Whitechapel High Street, Shadwell, London E1 7QX

'Her Dreams Are Bigger'

11:00 - 14:30

Whitechapel Gallery, London Fashion Week and artist and designer Osman Yousefzada come together to present a screening of his art film *'Her Dreams Are Bigger'*. Commissioned by Ikon Gallery and launched at Osman Yousefzada's first solo show *'Being Somewhere Else'* in 2018, *'Her Dreams Are Bigger'* shines a thought-provoking light on the realities of fast fashion and global concepts of beauty. Osman works at the intersection of art and fashion, combining his multi-disciplinary design practice with a strong sense of social commentary. His work is shaped by a personal consideration of the contemporary fashion world and the industry's inherent inequalities, juxtaposed with representations associated with the experience of immigration.

'Can we all be beautiful? Beauty, power and access.'

15:30 - 16:30

A panel discussion exploring the dialogue of beauty, what it means, what it costs, the power dynamics that surround it and its accessibility. Inspired by the Whitechapel Gallery's spring show, *'Radical Figures: Painting in the New Millennium'*, and artist and designer, Osman Yousefzada's provocative art film *'Her dreams are bigger'*, Whitechapel Gallery present a panel curated by Osman Yousefzada and chaired by environmental journalist, writer and BBC reporter.

Other partners taking part in City Wide Celebration include Aspinal of London, Blanc, Bosideng, Bottega Venetta, Bourne and Hollingsworth, Chalayan, Dune London, French Connection, G.H. Bass & Co., Jack Solomons Club, J & M Davison, Karl Lagerfeld, Liberty, L.K.Bennett, LuluLemon, Machine-A, Margot, Matches Fashion, ME Hotel, Michael Kors, Nars, Napapijri, Peter Jones, Pinko, Plenaire, Radio Rooftop, Really Wild, Rowbots, Saathci Gallery, Somerset House, Sophie's Steakhouse, Ssōne, STK, The Betterment, The Biltmore, The Fashion School, Varana, Velvet by Graham & Spencer.

The generosity and commitment of our sponsors, suppliers and supporters is more vital than ever. Please help us by acknowledging their support for London Fashion Week February 2020: Official Partners: Evening Standard, JD.COM, INC., LAVAZZA, LetsBab, The Store X, Mercedes-Benz, The May Fair Hotel, TONI&GUY and Official Suppliers: Bags of Ethics, DHL, Fashion and Beauty Monitor, Getty Images, Launchmetrics and S by sloggi and our Official Supporters: The Department for International Trade, The European Regional Development Fund and The Mayor of London.

To be part of the new London Fashion Week format and buy tickets click [here](#).

The London Fashion Week trade schedule is now live [here](#).

- ENDS -

londonfashionweek.com

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ABOUT BRITISH FASHION COUNCIL

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/Vogue Designer Fashion Fund, BFC/GQ Designer Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. 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 creativity and innovation in the fashion industry: The Fashion Awards.