

**PRESS RELEASE**

5th September 2019

**London Fashion Week Opens Its Doors to the Public and Announces Full Line-Up**

Today, the British Fashion Council (BFC) is thrilled to announce the full catwalk schedule for the public facing shows at London Fashion Week this September.

**ALEXACHUNG**

*Saturday 14th September*

**House of Holland & self-portrait**

*Sunday 15th September*

Alongside the catwalk line-up, London Fashion Week ticket holders will also have access to panel discussions with key industry figures, who will share unprecedented insight to the fashion industry. Speakers include:

**Billy Porter**

*Tony and Grammy Award winning Entertainer and Actor*

**Eva Chen**

*Instagram, Director Fashion Partnerships*

**Henry Holland**

*House of Holland, Creative Director*

**Laura Brown**

*InStyle USA, Editor in Chief*

**Laura Weir**

*ES Magazine, Editor in Chief*

**Lindsay Peoples Wagner**

*Teen Vogue, Editor-in-Chief*

As part of the new public-facing London Fashion Week proposition, the BFC has curated a Positive Fashion Designer Exhibition which will fully embrace #PositiveFashion, the initiative designed to celebrate industry best practice and encourage future business decisions to create positive change. #PositiveFashion is led by three key pillars: **Sustainability,** **Equality & Diversity**, **Craftsmanship & Community**; each brand showcasing in the Designer Exhibition answers to one or more of those pillars.

The BFC is today delighted to announce the designer brands and partners taking part in the Positive Fashion Designer Exhibition, which is open to both the trade and public audiences and is thrilled to give them a platform to tell their compelling stories and educate the audience on how the fashion industry can be used as a force for change\*.

**Ancuta Sarca**

**Arch & Hook BLUE**

**Azura Lovisa**

**BRIA**

**CHOOSE LOVE**

**DHL**

**Duran Lantink**

**ERIKA MAISH**

**Felder Felder**

**Foot Locker**

**Graduate Fashion Week Presents: *Hannah Stote, Janislav Solovjov, Mariah Esa and Sally***

**Larabar**

**Lavazza**

**Mankee**

**GROUNDTRUTH**

**Hanna Fiedler**

**MARTINA SPETLOVA | MWOVEN**

**Paolo Carzana**

**Patrick McDowell**

**RE;CODE**

**Seoulista Beauty**

**Stay Wild Swim**

**Stephen Webster – The story of London's Jewellery Hub**

*Continued*

**#TOGETHERBAND**

**TRASHMag Curates: *Adam Jones, Alisa Ruzavina, Ben Sumpter, CONGREGATION Design, Coup, HERO, Hurtence, Leo Carlton, Lylies, Natalie Zipfl, Sophie Hird***

*\*Please refer to Editors Note at the bottom of the release for information on all the above brands*

We are also delighted to introduce a new format to the previously known NEWGEN Pop-Up Showroom, in the form of a retrospective of key looks from all our NEWGEN designers to represent their brand.

**A-COLD-WALL\* | Ahluwalia Studio | Alighieri | Art School | ASAI**

**Bethany Williams | Bianca Saunders | Charles Jeffrey LOVERBOY | Eftychia (ONE TO WATCH)**

**Halpern| Isosceles | Matty Bovan | Nicholas Daley | paria/Farzaneh**

**Per Götesson | Richard Malone | Richard Quinn | Roker**

**Stefan Cooke | Supriya Lele**

For the very first time, the United Nations will bring the 17 Sustainable Development Goals, also known as The Global Goals to London Fashion Week. The Goals are a universal route map and call to action to end poverty, protect the planet and ensure that every global citizen enjoys peace and prosperity by 2030. The #TOGETHERBAND tapestry installation will be part of the Positive Fashion Exhibition, to introduce the London Fashion Week audience to the goals.

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 September 2019: Official Sponsors: Evening Standard, JD.COM, INC., LAVAZZA, LetsBab, Mercedes-Benz, NIVEA, The May Fair Hotel, The Store X, TONI&GUY, WANG MAO, Official Suppliers: Bags of Ethics, Bare Minerals, DHL, evian, Fashion & Beauty Monitor, The Gel Bottle, Getty Images, Instagram, Laräbar, Launchmetrics, S by Sloggi, With thanks to Propress, Seoulista Beauty 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**](https://londonfashionweek.co.uk/London-Fashion-Week-Tickets)

The London Fashion Week trade schedule is now live [**here**](https://londonfashionweek.co.uk/Schedule)

For up to the minute London Fashion Week schedule changes download the LetsBab app now [**here**](http://www.letsbab.com/app/)

**- ENDS –**

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

T: [@LondonFashionWk](https://twitter.com/BFC) **|** [#LFW](https://twitter.com/search?q=%23LFW&src=typd) **|** I: [@LondonFashionWeek](file://///bfc-nas1/BFC%20Shared%20Data/Public%20Relations/London%20Fashion%20Week/12%20-%20Sept%202018/Press%20Releases/What%27s%20on/instagram.com/londonfashionweek)

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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.

**BFC Positive Fashion Designer Exhibition Brands & Partners**

**Ancuta Sarca**

**Pillars:** Sustainability

**Key Focus:** Upcycling

**About:** Ancuta Sarca is a London based designer that has gained international recognition after upcycling old NIKE trainers and vintage kitten heels, creating hybrid sport-meets-chic repurposed footwear collection.

**PR Contact:** Ancuta Sarca - info@ancutasarca.com

**Arch & Hook BLUE**

**Pillars:** Sustainability

**Focus:** Regenerated Ocean Plastic

**About:** Arch & Hook BLUE will be launching at London Fashion Week the first hanger made from regenerated Marine Plastics, a solution for plastic pollution in the oceans. Arch & Hook and Roland Mouret will launch the SWITCH to BLUE campaign at London Fashion Week this September, asking designers and brands to move from existing plastic hangers to hangers made by Arch & Hook which are developed from 80% marine plastic which is harvested from oceans and waterways and actively removes plastic waste from the environment and minimises additional production. The British Fashion Council and Roland Mouret contacted British designers at the beginning of the summer and asked them to SWITCH to BLUE and replace sample hangers from a single use plastic solution with no circular life cycle, to Arch & hook marine plastic hangers and to come together as an industry and be a catalyst for global change.

**PR Contact:** Chelsea Papish chelsea@hooton.co

**Azura Lovisa**

**Pillars:** Sustainability and Community & Craftmanship

**Key Focus:** Sustainable Fabrics, Slow Fashion

**About:** Azura Lovisa’s latest collection imagines a wardrobe inspired by days exploring the alpine tundra of Northern Sweden. Garments are rendered in colours picked from the tundra’s lichen-painted rocks, and crafted from ramie, horsehair, and hemp-linen blends, all-natural fibres sustainably produced by mills that strive to innovate yet preserve traditional techniques. Azura Lovisa produces quality garments in limited quantities for a timeless and treasured wardrobe.

**PR Contact:** Azura Wanmann - info@azuralovisa.com

**BRIA**

**Pillars:** Sustainability

**Key Focus:** Technology, Digital Innovation

**About:** BRIA is a London-based materials innovation agency aiming to transform the way fashion is designed and manufactured. BRIA have invented technology to drastically reduce textile waste using hyper-realistic 3D design software and fitting digital toiles and samples on custom avatars. This allows designers to develop and fit designs more quickly and accurately, using real textile textures, drape and stretch, digitally. The 3D designs are then exported as patterns for traditional garment manufacturing, thereby eliminating all textile waste from the design and development phase.

**PR Contact:** Brooke Roberts-Islam **-** brooke@brinnovationagency.com

**CHOOSE LOVE**

**Pillars:** Community & Craftsmanship

**Key Focus:** Aid, Charity

**About:** Help Refugees goes where the need is greatest in the world. The team goes into incredibly difficult situations and provides aid such as search and rescue boats, food or safe spaces, secure long-term housing. Since 2015, they have supported over 100 incredible projects, in 14 countries and helped almost 1 million people. At London Fashion Week they will retail their new CHOOSE LOVE collection, featuring brand new designs from 11 designers, including names like Hillier Bartley, RAEBURN, RIXO, Sophia Webster, designed are printed on organic cotton, climate neutral T-Shirts, with all profits going to support Help Refugees vital work.

**PR Contact:** Philli Boyle - philli@helprefugees.org

**DHL**

**Pillars:** Sustainability

**Key Focus:** Green Logistics and Digital Innovation

**About:** DHL continues to support up-and-coming British Fashion designers helping them achieve their potential and take their business globally. As international logistic experts DHL can help designers take designs to new, international markets through their extensive experience in the fashion sector working with some of the most prominent designers around. DHL’s expert team will be in the Positive Fashion Exhibition, all designers are welcome to drop by to see how DHL can help their business’ realise their international potential. The team can assess business websites and help identify key areas of improvement to open up new doors to international markets. Lastly, DHL, in association with the British Fashion Council, has commissioned a White Paper highlighting the importance of sustainability in the fashion industry. The paper provides businesses with easy to follow recommendations ensuring positive fashion remains at the heart of the industry.

**PR Contact:** Karthik.ramulu@dhl.com

**Duran Lantink**

**Pillars:** Sustainability

**Focus:** Upcycling, Zero Waste

**About:** In response to over consumption in fashion, Duran approaches fashion with a DIY attitude, upcycling discarded luxury garments and deadstock to produce his collections. Duran will be showcasing latest fashion film 'Cut and Shut' shot by Nick Knight, SHOWstudio.

**PR Contact:** Duran Lantink - duranlantink@gmail.com

**ERIKA MAISH**

**Pillars:** Sustainability

**Focus:** Sustainable Fabrics, Recycling

**About:** With a resourceful approach to her collection, Erika challenges ideas around traditional clothing construction, using found materials and objects to create new textiles. Erika will present pieces from her graduate collection made from can tabs that are rejected from factories around the US.

**PR Contact:** Erika Maish - eamaish@gmail.com

**Felder Felder**

**Pillars:** Sustainability

**Focus:** Sustainable Fabrics

**About:** Felder Felder aim to merge sustainability with style in their collections, each piece has a story ranging from textile innovations and repurposing to working with new biodegradable developments. Daniela and Annette Felder will showcase a selection of their “Ecouture” designs for Positive Fashion, bringing together red-carpet luxury and environmental consciousness. With garments made from natural fabrics, such as pineapples, wild rubber from the Amazonian Rain Forest and vegan silk.

**PR Contact:** Annette Felder - annette@felderfelder.com

**Foot Locker**

**Pillars:** Craftsmanship & Community

**Key Focus:** Sustainable brands and Hand-Crafted Techniques

**About:** During London Fashion Week Foot Locker will be working with skater owned unisex clothing, embroidery and skateboard company operating out of its workshop in Margate. At Palm Bay Skates all printing and embroidery takes place in house and all products are made in limited runs of clothing, using eco-friendly inks and UK fabric suppliers. Foot Locker will also be retailing a number of sustainably focussed brands including Nike and adidas.

**PR Contact:** Jillian.Reilly@mcsaatchi.com

**Graduate Fashion Week Presents: Hannah Stote, Janislav Solovjov, Mariah Esa and Sally Mankee**

**Pillars:** Sustainability

**Focus:** Sustainable Fabrics, Zero Waste

**About:** Graduate Fashion Week will be presenting 4 award winning designers from GFW19, each presenting sustainable collections, that explore new eco-friendly textile development, digital pattern cutting and zero waste production techniques.

**PR Contact:** Nicola Hitchens - nicola@graduatefashionweek.com

**GROUNDTRUTH**

**Pillars:** Sustainability

**Key Focus:** Recycling

**About:** Producing 100% recycled plastic travel goods launching September 2019.

**PR Contact:** Sophia Scott - sophia@groundtruth.global

**Hanna Fiedler**

**Pillars:** Community & Craftmanship

**Key Focus:** Made in Great Britain, Made to Order and Tailoring

**About:** Working with a small-scale network of manufacturers across the UK, traditional tailoring methods and a minimalist aesthetic merge to create high-quality garments with all natural fibers, such as organic cotton, silk and wool whilst supporting local British craftsmanship. All fabrics are sourced from European mills, which together with the local production minimize the carbon footprint of the company. The garments speak of durability, quality, and craft. There is a commitment to minimize waste and inspire customers to embrace a more conscious relationship with their garments.

**PR Contact:** Maria Jose Contreras - mjc@hannafiedler.com

**Larabar**

**Pillars:** Community & Craftmanship

**Key Focus:** Mental wellbeing and Vegan Ingredients

**About:** London Fashion Week SS19 sees the return of the tastiest partnership to hit the Capital, as cult snack LÄRABAR reunites with the British Fashion Council to sustain fashionistas during one of the busiest weeks of the year. Since its UK launch in early 2019, LÄRABAR, the original fruit and nut bar, has made its mark with a real food option that feeds your mind, body *and* spirit.  Founded by female entrepreneur Lara Merriken, the brand has one goal in mind; providing people with delicious tasting and real ‘food made from food’. Each bar is vegan, gluten free and contains no added flavours or sugar, and contains fewer than six ingredients, offering consumers a truly Less is Moreish treat. LÄRABAR can be found at LFW’s Designer Showroom providing guests with a much-needed ‘mindful moment’ as well as running yoga sessions and hosting a talk with female entrepreneur and positive fashion activist Natalie Glaze.

**PR Contact:** larabar@haygarth.co.uk

**Lavazza**

**Pillars:** Sustainability

**Key Focus:** Eco Caps

**About:** As Lavazza celebrates almost 2 decades as the Official Coffee of London Fashion week, they are proud to introduce their newest innovation; Lavazza Eco Caps – A range of compostable capsules that signifies their commitment to sustainability and highlights their alignment with the Positive Fashion value system.

In their capacity as the Official Coffee of LFW, over the years Lavazza has provided coffee service across a number of service points at LFW from backstage to the showrooms and right by the catwalk ensuring that the fashion forward audience is fuelled throughout the event. This September, Lavazza continues to provide their unique coffees at LFW but with a more sustainable outlook.

**PR Contact:** Elin Huws - Elin.Huws@bcw-global.com

**MARTINA SPETLOVA | MWOVEN**

**Pillars:** Sustainability and Craftmanship & Community

**Key Focus:** Hand-Crafted Techniques, Transparency, Technology, Digital Innovation

**About:** Martina is committed to ethical sourcing throughout her supply chain. She partners with sustainable suppliers, and her chrome-free leather is hand woven by Syrian artisan refugees in a women's social enterprise. Martina has partnered with Provenence, incorporating cutting-edge blockchain technology to all her accessories. Each bag comes with a scannable chip detailing its materials, sourcing and processes, to provide a fascinating digital life story for each piece.

**PR Contact:** Martina Spetlova - martina@martinaspetlova.com

**Paolo Carzana**

**Pillars:** Sustainability

**Key Focus:** Upcycling

**About:** Paolo Carzana, previous British Fashion Council scholar will present his latest work 'The Another World Project'. Working with the leftover materials from his BA collection and taking inspiration from these silhouettes, Paolo has created a series of healing dolls made up of sustainable materials including Pineapple Leather, Bamboo Silk and second-hand bed sheets, which have been over-dyed in natural homemade pigments. The dolls will be donated as a positive symbol of hope to LGBTQ+ charities AKT Charity, England, Pride Cymru, Wales and Ospedale Niguarda, Italy who are working to support Homeless LGBTQ+ youth.

**PR Contact:** Paolo Carzana - paolocarzana@mail.com

**Patrick McDowell**

**Pillars:** Sustainability

**Key Focus:** Upcycling

**About:** Sustainability is at the core of Patrick's practice, as he strives to reinvent luxury through a sustainable mindset. Crafted from reclaimed fabrics, organic yarns, and ethically produced materials, his pieces are designed and made in England. He is a strong advocate for reducing fashion's global impact through designing with moral practice. Patrick will be presenting his second collection, 'Firefighting Aunties' crafted from reclaimed Burberry offcut fabric and repurposed Swarovski crystals.

**PR Contact:** Patrick McDowell - info@patrickmcdowell.co.uk

**RE;CODE**

**Pillars:** Sustainability

**Key Focus:** Upcycling

**About:** RE;CODE was launched in 2012, for the concern of overstock created by fashion industry. RE;CODE is an up-cycling brand that provides a new life and gives new value to the discarded products.

**PR Contact:** Ally Hwang - chaeyoung\_hwang@kolon.com

**Seoulista Beauty**

**Pillars:** Sustainability and Equality & Diversity

**Key Focus:** Biodegradable and Representation in Beauty

**About:** Organic face masks made of Bio-Cellulose, an alternative to cottons and gel-based market standards. The Seoulista Beauty® skincare range is free from parabens, mineral oil, sulphates and artificial colours. The products are cruelty free and never tested on animals. Guests of London Fashion Week will be able to book in for facials over the weekend and there will also be facial tutorials using diverse skin tone models.

**PR Contact:** Cassie Wilson - cassie.wilson@seoulistabeauty.com

**Stay Wild Swim**

**Pillars:** Sustainability and Equality & Diversity

**Key Focus:** Ocean Pollution/Plastics and Body Positivity

**About:** Swimwear made from regenerated ocean plastic in body positive styles, using sustainable materials created from a smart techno-fabric, ECONYL® which is regenerated nylon. ECONYL® is made from ocean and landfill nylon waste such as fishing nets, industrial plastic and other discarded fabric scraps. It's the same as brand new nylon and can be recycled, recreated and remolded again and again removing the need for new resources in creation of the swimwear.

**PR Contact:** Natalia Glaze - hello@staywildswim.com

**Stephen Webster – The story of London's Jewellery hub**

**Pillars:** Craftmanship & Community

**Key Focus:** Hand Crafted, Traditional Skills

**About:** For London Fashion Week, Stephen Webster will curate a Jewellery Hub to celebrate and champion the Hatton Garden jewellery district, highlighting the importance of the long-standing community and jewellery institutions that make up Hatten Garden. Live demonstrations will take place across the week to bring to life the skilled craftmanship of Wax Carving, Engraving and Setting.

**PR Contact:** Joanna Taylor - joanna.taylor@stephenwebster.com

**#TOGETHERBAND**

**Pillars:** Equality & Diversity and Craftmanship & Community

**Focus:** Awareness, Charity

#TOGETHERBAND is a campaign from British sustainable accessories brand BOTTLETOP that aims to engage a billion people globally through 17 ethically produced friendship bands in the colours of the Global Goals. Made from upcycled Ocean Plastic and recycled steel from seized illegal firearms, the production of the bands generates skills and livelihoods for female artisans in Nepal. Every pack contains two bands (one to wear and one to share) to spread the word about the Goals. Funds generated from sales of the bands will go to projects that directly benefit each Goal.

**PR Contact:** Nick Spensley - nick@bottletop.org

**TRASHMag Curates**

**Pillars:** Sustainability

**Key Focus:** Recycling, Upcycling, Sustainable Fabrics

**About:** TRASHMag highlights that there are alternatives to both fast fashion and throwaway luxury, championing designers and artists who work with recycled materials or those that come from nature itself. The physical product is printed on recycled paper, using vegetable-based inks finished off with a cellulose gloss on the cover. It's 100% biodegradable. TRASHMag curates will be showcasing collection from 12 emerging designers including, Adam Jones, Alisa Ruzavina, Ben Sumpter, CONGREGATION Design, Coup, HERO, Hurtence, Leo Carlton, Lylies, Natalie Zipfl, Sophie Hird.

**PR Contact:** Francesca Harling - chekii@trash-magazine.com