

LONDON FASHION WEEK FESTIVAL

21-24 SEPTEMBER 2017

PRESS RELEASE

THURSDAY 17TH AUGUST 2017

LONDON FASHION WEEK FESTIVAL

Thursday 21st – Sunday 24th September 2017

The Store Studios, 180 Strand, London WC2R

MOTHER OF PEARL DESIGNS LONDON FASHION WEEK FESTIVAL LIMITED EDITION TOTE

*Images are available for download via <https://we.tl/g7zZyVltxw>
Photographer credit Shaun James Cox*

The British Fashion Council (BFC) is delighted to announce that luxury womenswear brand, Mother of Pearl, 2017 winner of the BFC/Vogue Designer Fashion Fund, has been commissioned to design this season's London Fashion Week Festival limited edition tote bag.

The bag's design draws inspiration from Dutch florals and the use of darkness and light in the paintings of artists such as Caravaggio and Jan Van Huysum. Mother of Pearl's brand mantra is 'Serious fashion, not to be worn too seriously', so the striped sporty handles are the perfect partnership to the beautiful botanical print.

Mother of Pearl is a womenswear luxury brand based in East London. Each collection is a fusion between quality and design, with a focus on print, sportswear inspired detailing and luxe fabrications. Mother of Pearl takes an innovative, and often humorous approach to print and embellishment to strike a balance between easy daywear that can be dressed up for any occasion.

Caroline Rush CBE, Chief Executive of the British Fashion Council said: *"Mother of Pearl's beautiful designs perfectly capture British creativity and the energy of London Fashion Week Festival. It has been great to work with Amy on the tote bags for this season and I look forward to seeing them being used all over London and further afield."*

Mother of Pearl presented their first collection at London Fashion Week in AW14 and Creative Director Amy Powney, joined in 2006; four years after the brand was founded by Maia Norman. Mother of Pearl has been shortlisted for the BFC/Vogue Designer Fashion Fund in both 2015 and 2016 and in the same year the label was awarded the Walpole Emerging British Luxury Talent prize.

London Fashion Week Festival is the ultimate fashion experience, with curated shopping galleries from over 150 international and British brands including Alfie Douglas, French Sole,

Jamie Wei Huang, Jane Carr, Linda Farrow, Paper London, Tada & Toy and Taylor Morris and AW17 catwalk shows from London Fashion Week designers.

The Mother of Pearl limited edition tote bag is included in the Silver, Gold and LUXE ticket packages and a limited number will be available to purchase at the event.

London Fashion Week Festival allows consumers to experience the atmosphere of London Fashion Week and gain insight into the industry through industry talks and style presentations. The four day public event opens its doors on Thursday 21st September until Sunday 24th September at The Store Studios, 180 Strand, London WC2R.

Tickets are now available online: For full details visit www.londonfashionweekfestival.com

Packages include Bronze (from £20), Silver (from £40), Gold (from £60), LUXE (£145) and LUXE Premium (£200).

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@LFW_Festival #LFWF

Notes to Editors:

London Fashion Week Festival is organised by the British Fashion Council and marketed by SME London Ltd.

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.