

## CONTENT UPLOAD AMENDS FOR F10

### 1a) AMENDS TO MANAGERLOGIN.ASPX

**MAIN ISSUE (to be discussed):** There are too many steps in this form. It needs to be simplified. Please see user journeys, attached.

Please take the following action:

1. Could the Sales & Press Contact steps for Showroom and Showroom Abroad be merged? i.e. Press & Sales contacts would appear on same step as Showroom – London Contact and Showroom – Abroad Contact.
2. Please delete: booking/invoice step and day to day contact step. We do not use them.

Further amends as follows:

### **FIRST STEP**

#### **Your details**

[Manager's Space](#) » [Your Details](#) » [Sales & Press Contacts](#) » [Showroom - London Contact](#) » [Showroom - London Sales & Press Contacts](#) » [Showroom - Abroad Contact](#) » [Showroom - Abroad Sales & Press Contacts](#) » [Booking/Invoice](#) » [Day to day contact](#)

Please fill in the form below and amend where necessary.

The following information will be used on the London Fashion Week website and in the File. Log in using your unique username and pin to update this form with any further changes throughout the season. This will ensure that the designer/brand's page on our website is current and up to date. Your contact details for The File, the event handbook, will be taken from this page.

Please note, every step of this form must be completed (press 'Finish') for changes to be accepted.

The deadline for completion of this form is **Wednesday 23<sup>rd</sup> December 2009**.

#### **Designer Name (For our records only)**

**Company / Brand Name \*** (This will be the title of your page on our website)

**Designer Name (For our records only)**

**Contact Name \***

**Phone \***

**Fax**



**Email \***

**Address 1 \***

(this address will appear on the website)

Address 2

Address 3

Address 4 *new field*

Postcode \*

Website

Nationality of designer \* **1. This drop down list is not in alphabetical order on back end. Please fix. 2. 'Other' function does not work. If selected, it should pop up with a text box in which you can type your nationality.**

If other, please specify

If you would like to receive these emails, please tick this box

From time to time, we would like to send you emails with news, updates and information

If you would like to receive emails from carefully selected partners of London Fashion Week, Please tick this box

**Mode - Please move relevant categories to right hand box.**

Mode \*

Bags	▲	Ready to wear
Belts	■	
Hats	■	
Jewellery	■	
Knitwear	▼	

**Biography - Please copy and paste your biography here.**

Please note there is a document upload section later in the form for further biography and press releases.

With just 6 shows at London Fashion Week under her belt has seen her star rise considerably in the last 8 months. She held an exclusive trunk show for their VIP customers. In an announcement she had won the British Fashion Council Award in association with Westfield London, and the Browns and net-a-porter, and a roster of leading international designers.
--

**List of Stockists - Please insert a list of your current stockists here.**

UK

If you would like these to appear on the website, please note that each entry should be written on a new line. Do not use block capitals.

Browns Harvey Nichols Net-a-Porter
--

**International**

Please use the same format. That is:  
 Name of shop, Country  
 Name of shop, Country

Villa Moda<br/>Harvey Nichols, Hong Kong<br/>amo

Next [Reset](#)

**STEP 2 / 8****Sales and Press Contact no changes**

[Manager's Space](#) » [Your Details](#) » [Sales & Press Contacts](#) » [Showroom - London Contact](#) » [Showroom - London Sales & Press Contacts](#) » [Showroom - Abroad Contact](#) » [Showroom - Abroad Sales & Press Contacts](#) » [Booking/Invoice](#) » [Day to day contact](#)

Please check and amend your sales and press contact details as you would like them to appear on the London Fashion Week website and in the File. The press contact should be current and relevant for catwalk show ticket requests. There is further space available for Showroom Press and Sales contacts later in this form.

Please note, only the main sales and press contacts will be listed in the File.

**Sales contact**

**Contact Name \***

**Phone \***

**Fax**

**Email \***

**Additional Sales contact (if applicable)**

**Contact Name**

<b>Phone</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Fax</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Email</b>	<input type="text"/>						
<b>Press contact</b>							
<b>Contact Name *</b>	<input type="text" value="Mandi Lennard Publicity Ltd"/>						
<b>Phone *</b>	<input type="text" value="United Kingdom - 44"/>	<input type="text"/>	<input type="text" value="(0)"/>	<input type="text" value="20"/>	<input type="text" value="7729"/>	<input type="text" value="2770"/>	<input type="text"/>
<b>Fax</b>	<input type="text" value="United Kingdom - 44"/>	<input type="text"/>	<input type="text" value="(0)"/>	<input type="text" value="20"/>	<input type="text" value="7729"/>	<input type="text" value="2771"/>	<input type="text"/>
<b>Email *</b>	<input type="text" value="roksandailincic@ml-pr.com"/>						
<b>Additional Press contact (if applicable)</b>							
<b>Contact Name</b>	<input type="text"/>						
<b>Phone</b>	<input type="text"/>	<input type="text"/>	<input type="text" value="(0)"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Fax</b>	<input type="text"/>	<input type="text"/>	<input type="text" value="(0)"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Email</b>	<input type="text"/>						
	<input type="button" value="Next"/>			<a href="#">Reset</a>			

---

## STEP 3 / 8

### Image and Document Upload

Can we add a 'Portrait for print' option? This image should be high res (over 600 dpi).

[Manager's Space](#) » [Your Details](#) » [Sales & Press Contacts](#) » [Showroom - London Contact](#) » [Showroom - London Sales & Press Contacts](#) » [Showroom - Abroad Contact](#) » [Showroom - Abroad Sales & Press Contacts](#) » [Booking/Invoice](#) » [Day to day contact](#)

Please upload a copy of your portrait, logo and, if desired, biography and up to three recent press releases. These will be downloadable from the website for press and buyers.

**Portrait**



[Delete](#) [Upload](#) (Maximum photo size is 5MB and must be GIF or JPG/JPEG)

**Logo**



[Delete](#) [Upload](#) (Maximum photo size is 5MB and must be GIF or JPG/JPEG)

**Biography**

**Press releases**  
Maximum of 3  
press releases

[view](#) [Upload](#) (Maximum Document size is 5MB and must be a PDF)

[Upload](#)  
[Upload](#)  
[Upload](#)

(Maximum Document size is 5MB and must be a PDF)

Next

[Reset](#)

## STEP 3 / 8 – this should be STEP 4/8

## Showroom - London Contact

[Manager's Space](#) » [Your Details](#) » [Sales & Press Contacts](#) » **Showroom - London Contact** » [Showroom - London Sales & Press Contacts](#) » [Showroom - Abroad Contact](#) » [Showroom - Abroad Sales & Press Contacts](#) » [Booking/Invoice](#) » [Day to day contact](#)

Please complete your showroom listing details below.

This is where you will be conducting sales of your collection during London Fashion Week. Please fill in this section as you would like it to appear on the London Fashion Week website and in the Showrooms section of the File.

If you do not have a Showroom in London, skip this step and go to Showrom Abroad section.

Please tick here  and click next.

**If you would prefer not to publish your showroom details:**

- Please do not list showroom details on the London Fashion Week website.
- Please do not list showroom details in the London Fashion Week File.

**Please choose which showroom you would like listed in the file: \***

- Showroom - London
- Showroom - Abroad

**Showrooms - To be completed by catwalk designers and those paying for Showroom listing ONLY.**

**Label name \***

Roksanda Ilincic

**Showroom \***

**Contact Name at Showroom\***

Zoe Olive

**Phone \***

United Kingdom - 44

**Fax**

United Kingdom - 44

(0)

**Email \***

zoe@roksandailincic.com

**Address 1 \***

Unit 12 Waterhouse

**Address 2**

8 Orsman Road

**Address 3**

London

**Postcode \***

N1 5QJ

**Website of Showroom**

**Country 1. Countries not in alphabetical order in drop down list on back end. Please fix. 2. 'Other' function does not work. If selected, it should pop up with a text box in which you can type your country.**

**Dates:**

Open from :   To:

**Hours:**

Open from: :  To: :

Next

[Reset](#)

---

# STEP 4 / 8

# Showroom - London Sales and Press Contact

## Please merge with Step 3

[Manager's Space](#) » [Your Details](#) » [Sales & Press Contacts](#) » [Showroom - London Contact](#) » [Showroom - London Sales & Press Contacts](#) » [Showroom - Abroad Contact](#) » [Showroom - Abroad Sales & Press Contacts](#) » [Booking/Invoice](#) » [Day to day contact](#)

Please complete your showroom listing contact details below.

This is where you will be conducting the sales of your collection during the London Fashion Week.

Please fill in this section as you would like it to appear on the London Fashion Week website and in the Showrooms section of the File.

Please note, only the main sales and press contacts will be listed in the File.

### Showroom Sales contact

**Contact Name \***

**Phone \***

**Fax**

**Email \***

### Additional Showroom Sales contact (if applicable)

**Contact Name**

**Phone**

**Fax**

**Email**

### Showroom Press contact

**Contact Name \***

**Phone \***

**Fax**

**Email \***

### Additional Showroom Press contact (if applicable)

**Contact Name**

**Phone**

**Fax**

**Email**

[Reset](#)

## STEP 6 / 8

# Showroom - Abroad Contact

[Manager's Space](#) » [Your Details](#) » [Sales & Press Contacts](#) » [Showroom - London Contact](#) » [Showroom - London Sales & Press Contacts](#) » **Showroom - Abroad Contact** » [Showroom - Abroad Sales & Press Contacts](#) » [Booking/Invoice](#) » [Day to day contact](#)

Please complete your showroom listing details below.

This is where you will be conducting sales of your collection when abroad.

Please fill in this section as you would like it to appear on the London Fashion Week website and in the Showrooms section of the File.

If you do not have a Showroom Abroad.

Please tick here  and click next to skip this step.

**If you prefer not to publish your showroom details:**



Please do not list showroom details on the London Fashion Week website.

Please do not list showroom details in the London Fashion Week File.

**Showrooms - To be completed by catwalk designers and those paying for Showroom listing ONLY.**

<b>Label name *</b>	<input type="text"/>
<b>Showroom *</b>	<input type="text"/>
<b>Contact Name</b>	<input type="text"/>
<b>Phone</b>	<input type="text"/> <input type="text"/>
	(0) <input type="text"/> <input type="text"/> <input type="text"/>
<b>Fax</b>	<input type="text"/> <input type="text"/>
	(0) <input type="text"/> <input type="text"/> <input type="text"/>
<b>Email</b>	<input type="text"/>
<b>Address 1 *</b>	RMO Sales Show room
<b>Address 2</b>	3 Cour Berard (off Rue St Antoine)
<b>Address 3</b>	Paris
<b>Postcode *</b>	75004
<b>Website of Showroom</b>	<input type="text"/>
<b>Country 1. Countries not in alphabetical order in drop down list on back end. Please fix. 2. 'Other' function does not work. If selected, it should pop up with a text box in which you can type your country.</b>	<input type="text"/>

**Dates:**

Open from :   To:  

**Hours:**

Open from:  :  To:  :

[Reset](#)

**FINAL STEP (This is not the final step and should not appear as such).**

**Showroom - Abroad Contact Please merge with previous Step**

**The following errors occurred:**

- Label name is mandatory
- Showroom is mandatory
- Contact name is mandatory
- Phone code is mandatory
- Phone number is mandatory
- Email is mandatory

[Manager's Space](#) » [Your Details](#) » [Sales & Press Contacts](#) » [Image & Document Upload](#) » [Showroom - London Contact](#) » [Showroom - London Sales & Press Contacts](#) » **Showroom - Abroad Contact** » [Showroom - Abroad Sales & Press Contacts](#) » [Booking/Invoice](#) » [Day to day contact](#)

Please complete your showroom listing details below.

This is where you will be conducting sales of your collection when abroad.

Please fill in this section as you would like it to appear on the London Fashion Week website and in the Showrooms section of the File.

If you do not have a Showroom Abroad.

Please tick here  and click next to skip this step.

**If you prefer not to publish your showroom details:**

- Please do not list showroom details on the London Fashion Week website.
- Please do not list showroom details in the London Fashion Week File.

**Showrooms - To be completed by catwalk designers and those paying for Showroom listing ONLY.**

**Label name \***

**Showroom \***

**Contact Name**

**Phone**

**Fax**

**Email**

**Address 1 \***

**Address 2**

**Address 3**

**Postcode \***

**Website of Showroom**

**Country 1.** **Countries not in alphabetical order in drop down list on back end. Please fix. 2. 'Other' function does not work. If selected, it should pop up with a text box in which you can type your country.**

**Dates:**

Open from :   To:

**Hours:**

Open from:  :  To:  :

[Reset](#)

**STEP 5 / 8 DELETE THIS STEP**

**Booking/Invoicing**

[Manager's Space](#) » [Your Details](#) » [Sales & Press Contacts](#) » [Showroom - London Contact](#) » [Showroom - London Sales & Press Contacts](#) » [Showroom - Abroad Contact](#) » [Showroom - Abroad Sales & Press Contacts](#) » **Booking/Invoice** » [Day to day contact](#)

**Contact for booking / invoicing (for office use only)**

**Contact Name \***

**Phone \***

**Fax**   (0)

Email \*

zoe@roksandailincic.com

Next

[Reset](#)

## STEP 8 / 8 DELETE THIS STEP

## Day to day contact

[Manager's Space](#) » [Your Details](#) » [Sales & Press Contacts](#) » [Showroom - London Contact](#) » [Showroom - London Sales & Press Contacts](#) » [Showroom - Abroad Contact](#) » [Showroom - Abroad Sales & Press Contacts](#) » [Booking/Invoice](#) » **Day to day contact**

This is for the British Fashion Council use only and will not be published.

### Day to day contact - for office use only

Contact Name \*

Zoe Olive

Phone \*

United Kingdom - 44

20

7729

4800

Mobile phone

(0)

Fax

United Kingdom - 44

(0)

20

3222

0012

Email \*

zoe@roksandailincic.com

Next

[Reset](#)

## FINAL STEP

## Review your details

Please check all of your details below then click **Finish** to submit your form. Your changes will not be recorded until **Finish** is pressed.

If you have any further queries please contact:

### ENQUIRIES

Catwalk and Presentation designers: Rosanna Falconer, British Fashion Council

+44 (0) 20 **7759 1982**

[rosanna@britishfashioncouncil.com](mailto:rosanna@britishfashioncouncil.com)

Exhibitors: Camilla Scott-Bowden, British Fashion Council

+44 (0) 20 7759 1977

[camilla@britishfashioncouncil.com](mailto:camilla@britishfashioncouncil.com)

Paid listings: Kitty McGee, British Fashion Council

+44 (0) 20 7759 1986

[kitty@britishfashioncouncil.com](mailto:kitty@britishfashioncouncil.com)

**Content Upload Form** [Edit](#)

**First name** Mandi  
**Last name** Lennard  
**Email address** mandi@ml-pr.com

**Are you happy for your information to be used for e-newsletter or mailing by:**

- Preferred format**
- London Fashion Week
  - 3rd party
  - HTML (email with graphics)
  - Plain text email

**Your category**

- Catwalk designer
- Showroom designer
- Paid Listing
- Exhibitor

**Company details** [Edit](#)

Company/Brand Name Roksanda Ilincic  
Designer Name Roksanda Ilincic  
Contact Name Zoe Olive  
Phone  - (0) 20 7729 2770  
Fax  - (0)  
Email zoe@roksandailincic.com  
Address 1 Unit 12 Waterhouse  
Address 2 8 Orsman Road  
Address 3 London  
Postcode N1 5QJ  
Website www.roksandailincic.com  
Nationality of designer

**Mode**

Mode Ready to wear

**Biography**

With just 6 shows at London Fashion Week under her belt, Roksanda Ilincic has seen her star rise considerably in the last 8 months, since Browns held an exclusive trunk show for their VIP customers, followed by the announcement she had won the British Fashion Council's Fashion Forward Award in association with Westfield London, and then in addition to Browns and net-a-porter, and a roster of leading international boutiques, she gains her first London department store, Harvey Nichols. Feted for her haute couture contemporary feminine style and personal elegance, she epitomises modernity and glamour, and is a regular presence at some of London's most fashionable parties. · After studying both Architecture and Applied Arts in her native Belgrade, Roksanda Ilincic came to London where she gained her Masters Degree in Womenswear at Central St Martins. · She started her own label in 2003, and immediately became feted for her demi-couture, and beautifully crafted costumes, which combined elements of 40s and 50s Parisian haute couture with a modern feminine silhouette. · She has attracted a loyal customer base including celebrity clients who include: Cate Blanchett, Rosamund Pike, Roisin Murphy, Cristina Ricci, Thandie Newton, and socialite Olympia Scarry, as well as elegant women of all ages. · Her fashion illustrations have recently featured in "Fashion Illustration by Fashion Designers" (Thames and Hudson) edited by Style.com's Laird Borelli, 2008. · An exclusive Roksanda Ilincic wedding dress commissioned by Swarovski, features in the book "Unbridled - the Marriage of Tradition and Avant-Garde", 2007. ·

#### List of Stockists

UK	Browns Harvey Nichols Net-a-Porter amongst others Villa Moda
International	Harvey Nichols, Hong Kong amongst others
London Fashion week 3 rd party	

#### Sales contact [Edit](#)

Contact Name  
Phone  (0)  
Fax  (0)  
Email

#### Additional Sales contact

Contact Name  
Phone   
Fax   
Email

#### Press contact

Contact Name

Phone  (0)

Fax  (0)

Email

**Additional Press contact**

Contact Name

Phone

Fax

Email

**London Showrooms - To be completed by catwalk designers and those paying for London Showroom listing ONLY (where you sell from during LFW). [Edit](#)**

Label name Roksanda Ilincic

Showroom /  
hotel

Contact Name Zoe Olive

Phone  1268

Fax  1268

Email zoe@roksandailincic.com

Address 1 Unit 12 Waterhouse

Address 2 8 Orsman Road

Address 3 London

Postcode N1 5QJ

Country

Website

**Showroom Sales contact [Edit](#)**

Contact Name Zoe Olive

Phone  1268 (0) 20 7729 4800

Fax  1268 (0) 20 3222 0012

Email zoe@roksandailincic.com

**Showroom Sales contact 2**

Contact Name

Phone  (0)

Fax  (0)

Email

**Showroom Press contact**

Contact Name Mandi Lennard Publicity Ltd

Phone  1268 (0) 20 7729 2770

Fax  1268 (0) 20 7729 2771

Email roksandailincic@ml-pr.com

**Showroom Press contact 2**

Contact Name

Phone  - (0)

Fax  - (0)

Email

**Showrooms Abroad** [Edit](#)

Label name  
Showroom /  
hotel

Contact Name Mandi Lennard Publicity Ltd

Phone  - (0) 20 7729 2770

Fax  - (0) 20 7729 2771

Email roksandailincic@ml-pr.com

Address 1 RMO Sales Showroom

Address 2 3 Cour Berard (off Rue St Antoine)

Address 3 Paris

Postcode 75004

Country

Website

**Showroom Abroad Sales contact** [Edit](#)

Contact Name Zoe Olive

Phone  - (0) 20 7729 4800

Fax  - (0) 20 3222 0012

Email zoe@roksandailincic.com

**Additional Showroom Abroad Sales contact**

Contact Name

Phone  - (0)

Fax  - (0)

Email

**Showroom Abroad Press contact**

Contact Name Mandi Lennard Publicity Ltd

Phone  - (0) 20 7729 2770

Fax  - (0) 20 7729 2771

Email roksandailincic@ml-pr.com

**Additional Showroom Abroad Press contact**

Contact Name

Phone  - (0)

Fax  - (0)

Email

**Contact for booking / invoicing (for office use only)** [Edit](#)

Contact Name Zoe Olive

Phone	<input type="text" value="1268"/>	(0)
Fax	<input type="text" value="1268"/>	(0)
Email	zoe@roksandailincic.com	
<b>Day to day contact - for office use only</b> <a href="#">Edit</a>		
Contact Name	Zoe Olive	
Phone	<input type="text" value="1268"/>	(0) 20 7729 4800
Mobile phone	<input type="text"/>	(0)
Fax	<input type="text" value="1268"/>	(0) 20 3222 0012
Email	zoe@roksandailincic.com	

**Finish**

---

### 1b) THANK YOU SCREEN

Enquiries section as follows:

Catwalk and Presentation designers: Rosanna Falconer, British Fashion Council  
+44 (0) 20 **7759 1982**  
[rosanna@britishfashioncouncil.com](mailto:rosanna@britishfashioncouncil.com)

Exhibitors: Camilla Scott-Bowden, British Fashion Council  
+44 (0) 20 **7759 1977**  
[camilla@britishfashioncouncil.com](mailto:camilla@britishfashioncouncil.com)

Paid listings: Kitty McGee, British Fashion Council  
+44 (0) 20 **7759 1986**  
[kitty@britishfashioncouncil.com](mailto:kitty@britishfashioncouncil.com)

### 1c) EMAILS TO DESIGNERS REQUESTING THEY FILL IN THEIR CONTENT UPLOAD

These currently all come from [print@londonfashionweek.co.uk](mailto:print@londonfashionweek.co.uk). Could they please automatically come from the following addresses:

Catwalk/Presentation designers: from [rosanna@britishfashioncouncil.com](mailto:rosanna@britishfashioncouncil.com)

Exhibitors: from [camilla@britishfashioncouncil.com](mailto:camilla@britishfashioncouncil.com)

Paid listings: from [kitty@britishfashioncouncil.com](mailto:kitty@britishfashioncouncil.com)

### 1d) NOTIFICATIONS WHEN FORMS ARE COMPLETED

Please make sure notifications when forms are completed are sent as follows:

Catwalk/Presentation designers: from [rosanna@britishfashioncouncil.com](mailto:rosanna@britishfashioncouncil.com)

Exhibitors: from [camilla@britishfashioncouncil.com](mailto:camilla@britishfashioncouncil.com) AND [exhibitor@britishfashioncouncil.com](mailto:exhibitor@britishfashioncouncil.com)

Paid listings: from [kitty@britishfashioncouncil.com](mailto:kitty@britishfashioncouncil.com) AND [press.intern@britishfashioncouncil.com](mailto:press.intern@britishfashioncouncil.com)

## 2. EXPORTS

Exports should mark the following designer types with an 'x' under a 'Type' column.

BFC NEWGEN sponsored by TOPSHOP

Esthetica

BFC Fashion Forward supported by LDA

Fashion Fringe at Covent Garden winner 2008

Presentation

Film presentation

---

Installation presentation  
Salon show  
BFC NEWEN MEN sponsored by TOPMAN  
Menswear

### 3. EXHIBITOR LOCATION

It is essential that the website progresses and we provide more information on the whereabouts of Exhibitors at LFW. It is the main request we receive from exhibitors each season.

#### 3a) Back end construction

Manage Catwalks is the basis for this form. Manage Exhibition Locations will not include as many fields as Manage Catwalks (Date/Time, Video Link, Catwalk Hour 2, Presentation, Presentation Type, Designer Ordering and Video fields not necessary. Please delete).

The form should thus be as follows (based on add a new catwalk, see [http://www3.londonfashionweek.co.uk/admin/catwalks\\_details.asp](http://www3.londonfashionweek.co.uk/admin/catwalks_details.asp))

#### Add a new exhibition

##### Exhibition Details

Designer	<i>Drop down list of designers</i>
Season	<i>Drop down list as per Add New Catwalk</i>
Venue	<i>Drop down list with two options – Somerset House or 180 Strand</i>
Area	<i>Drop down list with block numbers and floor numbers</i>

---

### 3b) Front end presence

#### i) Designer Profile Page

In the same way catwalk designers have the following in the top left of their profile page:

The screenshot shows the top section of a designer profile page. At the top left is the 'LONDON FASHION WEEK' logo. To its right is a newsletter sign-up box with the text 'get the latest' and 'Sign up for our newsletter to get the latest news'. Below the logo is a box labeled 'EXHIBITION LOCATION' containing the text 'Venue field' and 'Area field'. A navigation bar contains links for 'FILES', 'CATWALK REPORTS', 'DESIGNERS', 'THE EXHIBITION', 'LFW TV', and 'IN L'. A 'Send' button is visible on the right. The main content area features the name 'MATTHEW WILLIAMSON' in pink, followed by a 'CATWALK SHOW' box with the date '20 September 2009' and time '13:00'. Below this is a 'Details' section with the website 'www.matthewwilliamson.com' and address '46 Hertford Street, London, W1J 7DP'. A 'Biography' section is also present with a link to 'Matthew Williamson Biography'. To the right is a black and white portrait of Matthew Williamson and a text block describing his background: 'Matthew Williamson was born in 1971 in Chorlton, Manchester. He grew up and studied there until the age of 17, when he was offered a place on the Fashion Design degree course at Central St Martins College, London. Graduating from Central St Martins in June 1994 with a BA in Fashion Design and Printed Textiles, his first job following graduation was a freelance design project with Marni. Matthew was then employed by British fashion'.

## ii) Search Presence

[www.londonfashionweek.co.uk/exhibitors](http://www.londonfashionweek.co.uk/exhibitors)

This should include an extra search field 'Venue', whereby designers can be sorted by Somerset House and 180 Strand. The Venue and Area fields should both appear in search results.

The screenshot shows the 'EXHIBITORS' page on the London Fashion Week website. At the top left is the 'LONDON FASHION WEEK' logo with the 'Canon' sponsor logo below it. To the right is a 'get the latest' newsletter sign-up box. Below the logo is a navigation menu with items like HOME, SCHEDULES, CATWALK REPORTS, DESIGNERS, THE EXHIBITION, LFW TV, IN LONDON, BFC, SPONSORS, and PRESS. The 'EXHIBITORS' section features a search filter with fields for KEYWORD, CATEGORY, TYPE, and LETTER, each with a dropdown menu. A 'Search' button is to the right of these fields. Below the filters is a table of exhibitors with columns for name, category, and type. The table lists three exhibitors: Ada Zanditon, Ahilya, and Ajna, all categorized as 'Fashion'. To the right of the table is a 'CONTACT' section with contact information for Camilla Scott-Bowden. Three pink arrows point to specific elements: one points to the 'LETTER' dropdown menu, another points to the 'TYPE' dropdown menu, and a third points to the 'CONTACT' section. Three text boxes with black borders and white backgrounds contain the following text: 'Add VENUE drop down' (pointing to the LETTER dropdown), 'Show VENUE results here' (pointing to the TYPE dropdown), and 'Show AREA results here' (pointing to the CONTACT section).

Register | Sitemap | Contact

get the latest  
Sign up for our newsletter to get the latest news

Advanced search Site map

HOME SCHEDULES CATWALK REPORTS DESIGNERS THE EXHIBITION LFW TV IN LONDON BFC SPONSORS PRESS

Catwalk Designers Exhibitors Designers A-Z Fashion Forward NEWGEN NEWGEN MEN Pre-collections

Home / Designers / Exhibitors

Send page Feedback Share page Print page

### EXHIBITORS

KEYWORD	CATEGORY	TYPE	LETTER	CONTACT
<input type="text"/>	-select-	-select-	-select-	<p>If you are interested in exhibiting at LFW, please contact:</p> <p><b>Contact:</b> Camilla Scott-Bowden <b>Tel:</b> +44 (0) 20 7759 1977 <b>Email:</b> <a href="mailto:camilla@britishfashioncouncil.com">camilla@britishfashioncouncil.com</a></p> <p><b>FR</b> Fashion Fringe <b>ES</b> Esthetica sponsored by Monsoor</p>
<p>&lt; 1 2 3 4 &gt;</p> <p>50 results per page</p>				
Ada Zanditon		Fashion		
Ahilya		Fashion		
Ajna		Fashion		

1 2 3 4

50 results per page

Ada Zanditon Fashion

Ahilya Fashion

Ajna Fashion

**FR** Fashion Fringe

**ES** Esthetica sponsored by Monsoor

Add VENUE drop down

Show VENUE results here

Show AREA results here