

Press Release
22nd August 2007

The Exhibition at London Fashion Week 16 – 19 September 2007

The British Fashion Council today announced that The Exhibition at London Fashion Week has increased its diverse offering through growth in dedicated curated areas such as **Estethica** at London Fashion Week - which this season celebrates its first year as an ethical design collective; **Demure Untamed** - focusing on luxury and originality in accessories; **Designers and Agents (D&A)** – bringing America's newest and brightest stars to London; **New Generation** showcasing the best emerging talent in the UK; and **Glasgow: Scotland with style Design Collective** - supporting Glasgow's leading fashion designers; all sitting within the heart of the exhibition alongside some of the best new and recognised ready to wear and accessories fashion designers in the UK.

The Exhibition at London Fashion Week continues to play host to London's most creative talents and established businesses, such as Stephen Jones Millinery, Sara Berman, Allegra Hicks, Nigel Preston and Knight, Ann-Louise Roswald, Osprey, J&M Davidson and Madeleine Press who continue to grow their businesses from London. There will be 44 new designers in The Exhibition this September, all of note. Here are just four of the 44 to look out for – Christian Blanken for Nomad 21, is a 50 piece premium unisex London based collection, based on a concept of apparel that is modern, functional, highly desirable and easy to wear; Elizabeth Lau's collection of dresses, lightweight coats and knits, provide an everyday glamour of a bygone British age; Missoma, is a mother daughter design team whose sophisticated, yet eclectic jewellery designs reflect their ranging influences from architecture, Indo-Persian and Chinoiserie design to the colourful works of Gauguin, Kandinsky and 20th century Russian artists; and, Jean Charles de Castelbajac whose S/S '08 collection *Sportacus* illustrates the fusion of Roman gladiatorial influences into wearable separates with subtle trademark prints and chain link details.

'**New Gen**' at The Exhibition, sponsored by Top Shop supports and showcases some of the most hotly tipped talented designers beginning to develop their businesses in the UK. This season's selection includes Borba Margo; Danielle Scutt; Emilio de la Morena; Ginta; Louise Goldin; Meadham/Kirchoff; Modernist; Osman Yousefzada; Peter Pilotto and Todd Lynn.

Fashion East* brings Henry Holland, Louise Gray and Noki to The Exhibition, giving more emerging talent the opportunity to sell from The Exhibition.

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Estethica celebrates its first year and its new sponsorship deal with Monsoon. This, its third season, sees 25 companies exhibiting, all adhering to one or more of the three traditional ethical fashion working methods: Fairtrade; organic production; and recycled materials. To celebrate the first year, and the increased profile of the ethical fashion movement, People Tree will join with Estethica to host a brunch on Monday 17th September, 12noon – 2pm within The Exhibition.

Demure Untamed is a new initiative curated by international PR and sales agent Valery Demure in partnership with the British Fashion Council to bring some of the most avant-garde and visionary jewellery/accessories designers to The Exhibition. Each designer will show edited highlights of their new collection as well as pieces specially created for the installation which pays homage to two women: American socialite and fashion collector Iris Apfel and curator Valery Demure. This area is by appointment only and will be launched at The Exhibition with cocktails on 16th September, 4pm – 6pm.

D&A is a snapshot of America's emerging talent. This season's selection by D&A founders Barbara Kramer and Ed Mandelbaum includes Area 142- Abaco, Iben Hoej, J&Company, Maje, Naja Lauf, Park Vogel, Pyrus, Rosanna Julie, Sabrina Dehoff, Wickle; Camose; Dolce Vita Footwear; Fontana Blue; Odd Molly; Oushka; Saint Grace; Soukwear; Zooey by Alice Heller

Glasgow: Scotland with style Design Collective celebrates its third season offering financial support to Glaswegian based, trained or born designers to show at London Fashion Week. Designers include Aimee McWilliams, Brazen, Jamie Bruski Tetsill, Jennifer Lang, Olanic, Scott Ramsay Kyle, Vidler& Nixon.

Hilary Riva, Chief Executive, British Fashion Council commented "*The Exhibition at London Fashion Week is the world's most directional designer exhibition. New initiatives such as Demure Untamed and Estethica, complement the strength of design talent within the heart of the exhibition, whilst providing additional interest and intrigue for buyers and press. The exhibition remains the hub of designer sales in the city during London Fashion Week, with international and UK buyers enjoying the ease of placing orders in one central venue.*"

The Exhibition continues to be set out over two floors. On the ground floor you will find Demure Untamed, Estethica and accessories alongside 'The Café', the Lavazza Café, the press office and sponsor stands. The first floor of the exhibition hosts ready to wear, D&A, New Gen at The Exhibition, the New Gen Café and The Chambord Bar.

Pre-registration for The Exhibition is now available on www.londonfashionweek.co.uk

- Ends -

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Editors Notes:

- The Exhibition at London Fashion Week will open from Sunday 16th September 2007 – Wednesday 19th September 2007. Opening hours will be 10h00 – 19h00 on Sunday through to Tuesday and 10h00 – 18h00 on Wednesday.
- Catwalk shows will run from Saturday 15th – Thursday 20th September. To apply for show tickets, contact the designers sales directors or PRs directly. Contact details are available on www.londonfashionweek.co.uk
- Demure Untamed features newcomers Alexis Mabilie and Anna Vince alongside established names such as Scott Wilson, House of Flora and Husam el Odeh. For more information contact: 020 7254 5897. valery@valerydemure.com
- Designers & Agents at The Exhibition (D&A) was founded by Babara Kramer and Ed Mandelbaum five years ago as an alternative international marketplace for over 1,000 of America's newest and brightest RTW and accessory designers. D&A trade presentations showcase a selection of their American designers in New York, Los Angeles and Tokyo
- Estethica will feature bluebretzel; Ciel; Davina Hawthorne; Element23; Enamore; Environmental Justice Foundation; Fifi Bijoux; From Somewhere; Gary Harvey Creative; Hetty Rose; Intoxia; Junky Styling; Katharine Hamnett; Makepiece; Mumo; Noir; Nature vs Future; People Tree; Samant Chauhan; Shyan Narayan Prasad; Sonya Kashmiri; Veja Fairtrade; Viridix Lux; Yum Yum Shoes
- New designers in The Exhibition include: Adeline Cacheux; Almost Famous; AM Eyewear ; Atelier Yume; Babylon Sisters; Belen Echandia; Chie Mihara; Crumpet; Double Happiness Design; Elizabeth Lau; Georgina Harley-Smith; Head Over Heels; Jean Charles de Castelbajac; Kimberley Designs; Kipepeo; Laila Fashion; Leju Designs; Lika; Lungta de Fancy; Made in Heaven; Malababa; Manuel Canovas; Meghan Fabulous; Missoma; Mogil ; Mojo; Mother of Pearl; NOMAD21; Olivia Rubin; Orit Schreiber; Papa Razzi; Philippa Kunisch; Ravage; Rich & Skinny; Rigetta Klint; Risa; Rocio; Somi; Sumfortune; Sylva by Sylvie Cachay; Tosca Blu; Vivia Ferragamo; Zoe T's & My Lovely Jean
- The New Generation sponsorship was established in 1993, acting as a promotional launch pad for young designers, attracting media profile, orders and investment whilst offering encouragement and support for new talent. It has also helped to initiate the careers of some of the UK's top international names such as Alexander McQueen, Antonio Berardi, Clements Ribeiro, Julien Macdonald, Matthew Williamson and Sophia Kokosalaki. TOPSHOP has been the sponsor of 'New Gen' since 2002
- Full exhibitor list: Adeline Cacheux; Almost Famous; AM Eyewear ; Atelier Yume; Avsh Alom Gur; Babylon Sisters; Belen Echandia; Chie Mihara; Crumpet; Double Happiness Design; Elizabeth Lau; English Eccentrics; Georgina Harley-Smith; Head Over Heels; Jean Charles de Castelbajac; Kimberley Designs; Kipepeo; Laila Fashion; Leju Designs; Lika; Lungta de Fancy; Made in Heaven; Malababa; Manuel Canovas; Meghan Fabulous; Missoma; Mogil ; Mojo; Mother of Pearl; NOMAD21; Olivia Rubin; Orit Schreiber; Papa Razzi; Philippa Kunisch; Ravage; Rich & Skinny; Rigetta Klint; Risa; Rocio; Somi; Sumfortune; Sylva by Sylvie Cachay; Taka Wear; Tatoosh; Tosca Blu; Vivia Ferragamo; Yum Yum Shoes ; Zoe T's & My Lovely Jean; Adriana Degreas; Alejandra Quesada; Alex Monroe; Alison van der Lande; Allegra Hicks Ltd; Ambre Babzoe; Amelia Toro; American Retro; Ana-Mika; Ananya; Angel Jackson; Ann-Louise Roswald; Anonymous; Arcangel; Arzu Kaprol; Ashish N Soni; Assya; Aura Bella; Babe; Babette Wasserman; Bark; Belle & Bunty; Bi La Li; Billy Bag; Blank; Boudoir by Disaya; Bracher Emden ; Cameron Taylor; Cathryn Avison; Charlott Vasberg; Comfort Station; Cutler & Gross; Daniel Blake; Diabless; Djurdja Watson; Eberjey; Edina Ronay; Eleanor Ford; Element 23; Elisa Atheniense; Ell & Cee; Emily Shoehorn; Emma Chapman Jewels; Enamore; Eva Gozlan; Fashion East; Fifi Bijoux; From Somewhere; Ghulam Sakina; Gil Carvalho; Goat; Gwendolyn Carrie Ltd; Hetty Rose Ltd; Hoss Intropia ; J & M Davidson; Jamie Jewellery; Janet Collin; Janie Lawson; Jas MB ; Juliet Dunn; Kate Sheridan; Katti Zoob; Laura Lee Jewellery; Laura Lees Label; Laura Tabor London; Lederer; Les Nereides; Liliith; Linda Farrow Vintage; Lola Rose; Lowie; Lundgren & Windinge; Madeleine Press; Makepiece; Marilyn Moore; Mawi; Melissa McArthur Jewellery; Michael de Nardo; Muhlbauer; Mumo; Nadia Minkoff; Nigel Preston and Knight; Noir; Only Hearts; Opika; Osprey; Paddy Campbell; Pauric Sweeney; Pazuki ; Penelope Chilvers; Pocket Venus; Quinton & Chadwick; Rohit Bal; Ruth Erotokritou; Sabyasachi Couture; Sam Ubhi Jewellery; Sam Ubhi Vintage; Sara Berman; Scorah Pattullo UK Ltd; Sheryl May Ltd; Shyam Narayan Prasad; Sofia Alexander; Sonya Kashmiri Ltd; Sophie Williams; Stephen Jones Millinery; Stoned and Waisted; Tabitha; Tania; Tatty Devine; The Branch; The Jacksons; Wangwei; Wilbur & Gussie; Wolford; Xterity London; Zoe & Morgan