

# LONDON FASHION WEEK

14-19 SEPTEMBER 2008

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# About London Fashion Week



- **London Fashion Week** is the first stop on the European leg of the international fashion circuit, following New York just prior to Milan and Paris.
- **London Fashion Week** is organised by the British Fashion Council and is staged at the Natural History Museum, South Kensington. It plays host to up to 50 catwalk shows for Britain's established iconic designers such as Julian MacDonald, Gareth Pugh, Amanda Wakely and Betty Jackson.
- Alongside this prestigious and high-profile event runs **The Exhibition @ London Fashion Week**, the British Fashion Council's official static exhibition of fashion design talent.
- London is renowned for being one of the world's most vibrant and creative capitals which attracts leading designers such as, John Galliano, Vivienne Westwood and Matthew Williamson.

# About London Fashion Week Continued...



- London is unrivalled in its ability for breeding and nurturing new design talent through its New Generation Scheme, one of the hallmarks of **London Fashion Week**. Designers who have emerged over the past seasons include Christopher Kane, Gareth Pugh, Richard Nicoll and Roskanda Illincic.

- **London Fashion Week** increasingly attracts the world's key opinion formers. Over 5,000 visitors register to attend each season. They constitute a carefully targeted audience of UK and international buyers, international press, photographers and broadcast crews.

- With editorial media coverage worth £24 million, orders worth £40 million and business for **London worth** over £100 million, London Fashion Week proves it is good for designers, good for fashion and good for London.

- **London Fashion Week** is a trade only event. corporate hospitality and VIP guests are the only non-industry people to be allowed access to this exclusive event.

# A VIP Invitation To London Fashion Week



For one day only, the **London Fashion Week** VIP hospitality programme will run on Sunday 14th September, combining with the start of **London Fashion Week**.

To celebrate the launch of the show, we are inviting a limited amount of VIP guests to experience **London Fashion Week** on Sunday 14th September.

Please read on for more information.

# What we can offer: The Package



## All packages include:

- Seats in a catwalk show, taking place at **London Fashion Week**.
- A talk by a senior member of the British Fashion Press on designers, history and gossip within the fashion industry, taking place at **London Fashion Week**.
- A champagne reception with either a light breakfast, a light lunch or afternoon tea.

**Total Cost = £185 per person**

# Timings



Packages will be available at the following times;

## Early Morning Breakfast

Approximate meeting time: 8.30am - 10am

Approximate duration: Up to 2 hours

## Lunch

Approximate meeting time: 11.30am - 12.30am

Approximate duration: Up to 2 hours

## Afternoon Tea

Approximate meeting time: 2.30pm - 3.30pm

Approximate duration: Up to 2 hours

## Early Evening

Approximate meeting time: 4.30pm - 6pm

Approximate duration: Up to 2 hours



## For more information or to book tickets:

**Contact:** Kate Price or Katrina Roberts

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*Please note, exact timings and catwalk venues cannot be confirmed until 1 week prior to London Fashion Week, upon issue of the final Catwalk Schedule. Timings given in this presentation are only approximate and can be subject to change.*