

LONDON FASHION WEEK

12-14 JUNE 2020



What is the
future of fashion?



Who wants to
re-write the rules?









What are you
wearing today?





Join us for London's first ever digital fashion week, June 2020.

Why do we do what we do?

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#LFW #LFWReset #PositiveFashion

For more information please visit our website: londonfashionweek.co.uk

BRITISH FASHION COUNCIL

Cover credits from left to right, row by row: Emilia Wickstead by Jessica Mahaffey, Per Götesson by Zoe Lower, Bianca Saunders by Jessica Mahaffey, Charles Jeffrey Loverboy by Shaun James Cox

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Edward Crutchley by Rory James

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A WORD WITH: Caroline Rush

Welcome to the first ever digital London Fashion Week.

2020 has been an extraordinary year and we see London Fashion Week June 2020 as a moment to listen, reflect, communicate and start to reset. This global platform will be seasonless and gender neutral showing both men's and women's collections and a mix of new collection launches that will be in stores in the future as well as collections you can buy now. We wanted to create a platform that flexes to audience and business needs and that gives a 360 view of fashion today.

There is a 'Schedule' of live moments that we invite you to add to your calendar and tune in at a specific time to enjoy. There are designer profiles for over 100 designers with information for both trade and consumer audiences. We have also created an 'Explore' section that enables you to browse content created by retailers, media, designers and partners in your own time - podcasts, videos, London tours, thought leadership talks, product launches.

Thank you to all our Partners for being supportive through this transition and for coming on this journey with us. Special thanks goes to British GQ, Evening Standard, JD.COM, INC, JOOR, LAVAZZA, Mercedes-Benz, The May Fair Hotel and TONI&GUY without whom this would not have been possible.

This platform puts storytelling at its heart, bringing the fashion community together and will host content from designers, thought leaders and friends.

We hope you enjoy it and ask you to share with your audiences to help support these brilliant creative businesses.

Please make A Material Difference, support creative talent, be a part of the community.

Caroline Rush
British Fashion Council CEO

SCHEDULE

MW
WW
PF

Menswear
Womenswear
Positive Fashion

* This schedule was correct at time of publication, 11 June 2020

12 FRI '20

Session 1

| | | |
|-------|---|-----------------|
| 11:55 | LFW Launch | Film |
| 12:00 | James Massiah | Film |
| 12:10 | Nicholas Daley 'The Abstract Truth' Film Premiere MW | Film |
| 12:20 | Mount Street, Mayfair: craft to catwalk | Film |
| 12:30 | Lou Dalton: In Conversation MW | Discussion |
| 13:15 | Ahluwalia 'Jalebi' MW PF | Virtual Gallery |

Session 2

| | | |
|-------|---|----------------|
| 15:00 | University of Westminster 'MA Menswear Graduates 2020' MW | Film |
| 15:20 | ROBYN LYNCH supported by Rapha MW | Film |
| 15:30 | DANIEL w. FLETCHER in conversation with British Vogue's Miss Vogue Editor Naomi Pike MM/WW | Live Interview |
| 16:10 | BFC & Google Panel Discussion: The Importance of Collaboration in Fashion Sustainability | Conversation |

Session 3

| | | |
|-------|---|----------------|
| 17:00 | Chalayan 'Elise By Olsen In Conversation With Hussein Chalayan' MW/WW | Live Interview |
| 17:30 | BFC Fashion Forum Podcast - Tinie Tempah x Dylan Jones | Podcast |
| 18:00 | reM'Ade by Marques 'Almeida ww PF | Film |
| 18:20 | LFW Creative Conversations: Bruce Pask & Drake's London | Film |
| 18:50 | London Fashion Week with Lavazza ft Matthew Zorpas | Film |
| 18:55 | MTV x BFC with ICEBERG and River Island, 'Music Meets Fashion Competition' | Film |
| 19:00 | Liam Hodges Presents...Miss Jason & Hasani B2B in support of LGBTQI + POC with Beats by Dr. Dre | DJ Set |

13 SAT '20

Session 1

| | | |
|-------|---|-----------------|
| 11:00 | Farfetch Celebrates LFW | Films |
| 11:10 | KA WA KEY <small>MW/WW</small> | Film |
| 11:20 | TÍSCAR ESPADAS 'CAPITULO II, first act' <small>MW</small> | Film |
| 11:30 | Bianca Saunders 'We Are One Of The Same - Zine Panel' <small>MW</small> | Live Discussion |

Session 2

| | | |
|-------|---|------------|
| 15:00 | XANDER ZHOU AW20 CRITICAL UPDATE / SS21 PUBLIC BETA VERSION <small>MW</small> | Film |
| 15:10 | XU ZHI AW20 - Prelude <small>MW/WW</small> | Film |
| 15:20 | Hill & Friends 'Happy Factory From Home' <small>WW</small> | Film |
| 15:30 | LYPH <small>MW</small> | Film |
| 15:40 | NABIL NAYAL / Chapter X: The Archives in Blue <small>WW</small> | Film |
| 15:50 | LOUISE GRAY Film <small>WW</small> | Film |
| 16:00 | 15 Years of TONI&GUY hair on London Fashion Week runways | Film |
| 16:10 | OSMAN YOUSEFZADA's film 'her dreams are bigger' <small>WW</small> | Film + Q&A |

Session 3

| | | |
|-------|---|-----------------|
| 18:00 | RÆBURN Connects: RÆSTART <small>MW/WW</small> PF | Live Discussion |
| 18:50 | Teatum Jones 'Re-Love 2020 Part One' <small>WW</small> PF | Film |
| 19:10 | Charles Jeffrey LOVERBOY presents: <i>SOLASTA</i> , a live-streamed happening and fundraising event for UK Black Pride <small>MW/WW</small> | Live Event |
| 19:50 | FAT TONY x LFW Exclusive DJ Set | Live Event |

14 SUN '20

Session 1

| | | |
|-------|--|-------|
| 11:00 | JD.COM, INC & Hu Bing Celebrate LFW | Films |
| 11:10 | SHOOP x ASICS <small>MW/WW</small> | Film |
| 11:20 | CENTRAL SAINT MARTINS MA FASHION <small>MW/WW</small> | Film |
| 11:40 | 8ON8 'Crown of Ruins' <small>MW</small> | Film |
| 11:50 | GR8 Japan Video Series | Film |
| 12:00 | PRONOUNCE 'FLIP BOOK Nezha Riots the Seas PRONOUNCE PAPER TRAVEL' <small>MW/WW</small> | Film |
| 12:10 | RIXO 'Flora' Resort 2021 Collection' <small>WW</small> | Film |
| 12:20 | Tomfoolery for VOGUE Italia | Film |

Session 2

| | | |
|-------|--|------------|
| 14:30 | Matthew Miller 'Post Apocalyptic Merchandise' <small>MW/WW</small> | Film |
| 15:00 | Preen by Thornton Bregazzi 'A pause in time , a refresh, a season-less campaign' <small>WW</small> | Film |
| 15:10 | Stephen Jones Millinery 'Analogue Fairy dust' <small>WW</small> | Film |
| 15:20 | LFW Designer Diary ROKSANDA | Film |
| 15:30 | The Changing Rituals of Retail' presented by Regent Street & St James's <small>MW/WW</small> | Discussion |

Session 3

| | | |
|-------|---|------------|
| 18:00 | Natasha Zinko x DUOItD SS21 Collection <small>MW/WW</small> PF | Film |
| 18:10 | THE WEBSTER X Natasha Zinko | 3D Film |
| 18:20 | JORDANLUCA 'MANIFEST' <small>MW</small> | Film |
| 18:30 | palmer//harding in conversation <small>WW</small> | Discussion |
| 19:00 | WONDERLAND MAGAZINE | Film |
| 19:40 | Per Götesson 'The Ghost of Gulliver' <small>MW</small> | Film |
| 19:50 | LN-CC Presents the 'LATE NIGHT - CONSCIOUS CAMPAIGN' | Film |
| 19:55 | John Lewis & Partners presents The LFW Catwalk Challenge | Film |
| 20:00 | Mulberry's My Local featuring Lapsley <small>MW/WW</small> | Live Event |

POSITIVE FASHION



On 8th June, the BETA version of the Institute of Positive Fashion (IPF) platform was launched with a call to industry to focus on re-setting and re-committing to a sustainable fashion future. The Institute of Positive Fashion aims to unite the British Fashion Industry in the goal to be more sustainable, calling for - Global Collaboration and Local Action. To tie in with World Ocean Day 8th June, the BFC also announced their partnership with Parley for the Oceans and the joining of Cyrill Gutsch to BFC Advisory Board and IPF steering committee

and BFC CEO Caroline Rush to Parley's Advisory Board. Gutsch, a previous winner of Innovator of the Year at The Fashion Awards acknowledges the power of the BFC's platforms to communicate the opportunity for change to both industry and consumers.

The IPF Platform aligns the challenges the industry must tackle around environment, people and community and craftsmanship. With a steering committee of experts, a roll call of industry and government representatives



Richard Malone by Eeva Rinne



Marques ' Almeida by Eeva Rinne

engaged in setting ambitious targets, it aims to sign-post to global initiatives, share toolkits and information and create an action plan for change that embraces innovation and collaboration in new ways for the fashion industry to accelerate change.

Designer businesses will be able to access resources, BFC members will be given access to mentors, seminars and webinars to bring topics to life and the industry can be kept informed of updates and progress via newsletters posted on the platform and directly into the inboxes of BFC and IPF members, patrons and partners.

The Covid-19 pandemic has heightened the urgency with which we need to address a range of issues from finding clean, fair and transparent supply chains to reducing carbon emissions, tackling pollution, textile waste, single-use plastic and the stark challenges of over production. Some of these key topics that will be discussed during London Fashion Week will particularly focus on recycling and upcycling, mental health and wellbeing and aligning with UN Sustainable Development Goals: 3 Good Health & Well Being and 12 Responsible Consumption and Production.

The BFC started spot-lighting sustainability in 2006 with Estethica, a collaboration with Orsola de Casto, Filippo Ricci and Anna Orsini. In 2013 it launched a programme called Positive Fashion which achieved success across many areas, from supporting a fur-free London Fashion Week in 2018, and encouraging businesses to use green energy with Fashion SWITCH to Green with Dame Vivienne Westwood and the Mayor. Promoting greater inclusivity is an ongoing aim, with the #LondonIsOpen Mayoral campaign and the Mentoring Programme launched by Positive Fashion Ambassador Adwoa Aboah in September 2019. Now, the Institute of Positive Fashion, brings together expertise from across the industry to create a collective and collaborative approach for the greater good.

Rewarding best practice incentivises brands to do more. At The Fashion Awards in December 2019, the BFC announced a new collaboration with the United Nations Office for Partnerships

“The Institute of Positive Fashion aims to unite the British Fashion Industry in the goal to be more sustainable, calling for - Global Collaboration and Local Action.”

by celebrating the signatories of The Fashion Industry Charter for Climate Action. In previous years, the Swarovski Award for Positive Change has celebrated the work of Maria Grazia Chiuri and Dame Vivienne Westwood. The Special Recognition Award for Innovation has been given to Stella McCartney and Cyrill Gutsch of Parley for the Oceans. Going forward, the new Award for Positive Change will be given in recognition of brands and designers making an impact in line with the Sustainable Development Goals.

In September 2019, the Designer Showrooms was relaunched as the Positive Fashion Exhibition focused on three pillars of Positive Fashion: Environment; People; Community & Craftsmanship. In February, over 39 brands took part showcasing collections made with sustainably sourced or upcycled textiles, different business models reducing social and environmental impact or made on demand to eliminate waste.

The Positive Fashion Exhibition became a hub, not just for designers to promote their work, but

for initiatives encouraging positive change like #FashionOurFuture, an interactive photo booth dedicated to slowing down fashion's footprint, set up by Amy Powney of Mother of Pearl. A Swap Shop, by Patrick McDowell with Global Fashion Exchange, showed how you can be creative by swapping existing pieces from your wardrobe, and the Stitch 'n' Bitch session with Orsola de Castro, founder and creative director of Fashion Revolution emphasised the importance of making #LovedClothesLast.

The latest initiative by the Institute of Positive Fashion is the Global Initiatives Map launched in February at 10 Downing Street, which allows businesses access to the fashion industry's global sustainability initiatives filtered by Positive Fashion's three pillars. This interactive map links to global initiatives and organisations leading the way in sustainability from the G7 and UNFCCC, to the United Nations Office of Partnerships (UNOP) a measure of the BFC's collaborative approach to sharing best practice.

See Global Initiatives Map:
instituteofpositivefashion.com

INTERVIEW

Bethany Williams

Interview by:
Zak Maoui, British GQ

When Bethany Williams was growing up on the Isle of Man, her mother, a pattern cutter, established a 'making room' in the house. It is perhaps unsurprising, as a result, that Williams has been able to sew from a young age, and a move into fashion design was both inevitable and natural. But Williams says that that she "got into studying fashion accidentally" — An odd quirk of a plan to study Fine Art at the University of Brighton.

Williams had toyed with the idea of studying fashion, but found it hard to marry the industry with her belief in sustainability and equality: after working in a homeless shelter and soup

kitchen in Brighton, it was clear that there were huge disparities in the circumstances of people. She eventually did enrol on an MA course in menswear at London College of Fashion, and established an eponymous label after graduating which put her interest in the ethical front and centre.

A non-gender specific, artisanal label, Bethany Williams embodies the sustainable approach to life that its founder has adopted from a young age. Her label has shown twice at London Fashion Week Men's, and takes waste and recycled products to make new, wearable and fully sustainable garments. It's an approach



that stockists clearly love too, and her clothes can be found at Farfetch, Matchesfashion and Galeries Lafayette.

The label's modus operandi is just as ethical as its fabrics. Williams uses her brand to support others, and works with a different charity each season: whether it's the female inmates at HM Prison Downview in Sutton, who create the jersey for her collections, or recovering addicts in the San Patrignano rehabilitation centre in Italy. For her Autumn/Winter 2019 collection Williams enlisted the help of Adelaide House, a women's shelter in Liverpool for people who have left prison, and "the Magpie Trust in Newham, where women with children under five are given temporary accommodation". Both are assisting with the production and manufacture of the collection respectively, which is the one that has "meant the most to her thus far". Her last collection is a key one for her, as she thinks it was the moment "people began to understand what the brand was about and everything came together."

Her efforts to drive social change have definitely been recognised. In January 2020 Williams picked up a £10,000 prize at the London Institute of Contemporary Arts, Arts Foundation Futures Awards, and last December she was awarded the British Emerging Talent - Menswear at the Fashion Awards as well as being shortlist for the LVMH Prize. The accolade she is "the most proud of", perhaps unsurprisingly, is the Queen Elizabeth II Award for British Design, which was presented to her last year at London Fashion Week by the Duchess of Cornwall.

As 2020, and Coronavirus, present new challenges for the fashion industry - including the shutting of stores, factories and even brands across the world - Williams has used her standing to help set up the Emergency Designer Network. Created with Phoebe English and Cozette McReery, the initiative helps manufacture PPE and reusable gowns for the NHS with the help of 160 UK designers, "using materials made for the military that are more breathable and less intense for key workers."

INTERVIEW

Alighieri

Interview by:
Chloe Street, Evening Standard

“For me it’s a kind of therapy, a way of processing what’s going on in my head and whatever is going on around me,” says Alighieri founder Rosh Mahtani of her unconventional jewellery-making process, which begins by forming shapes from molten candle wax on a surface using “very rudimentary tools.”

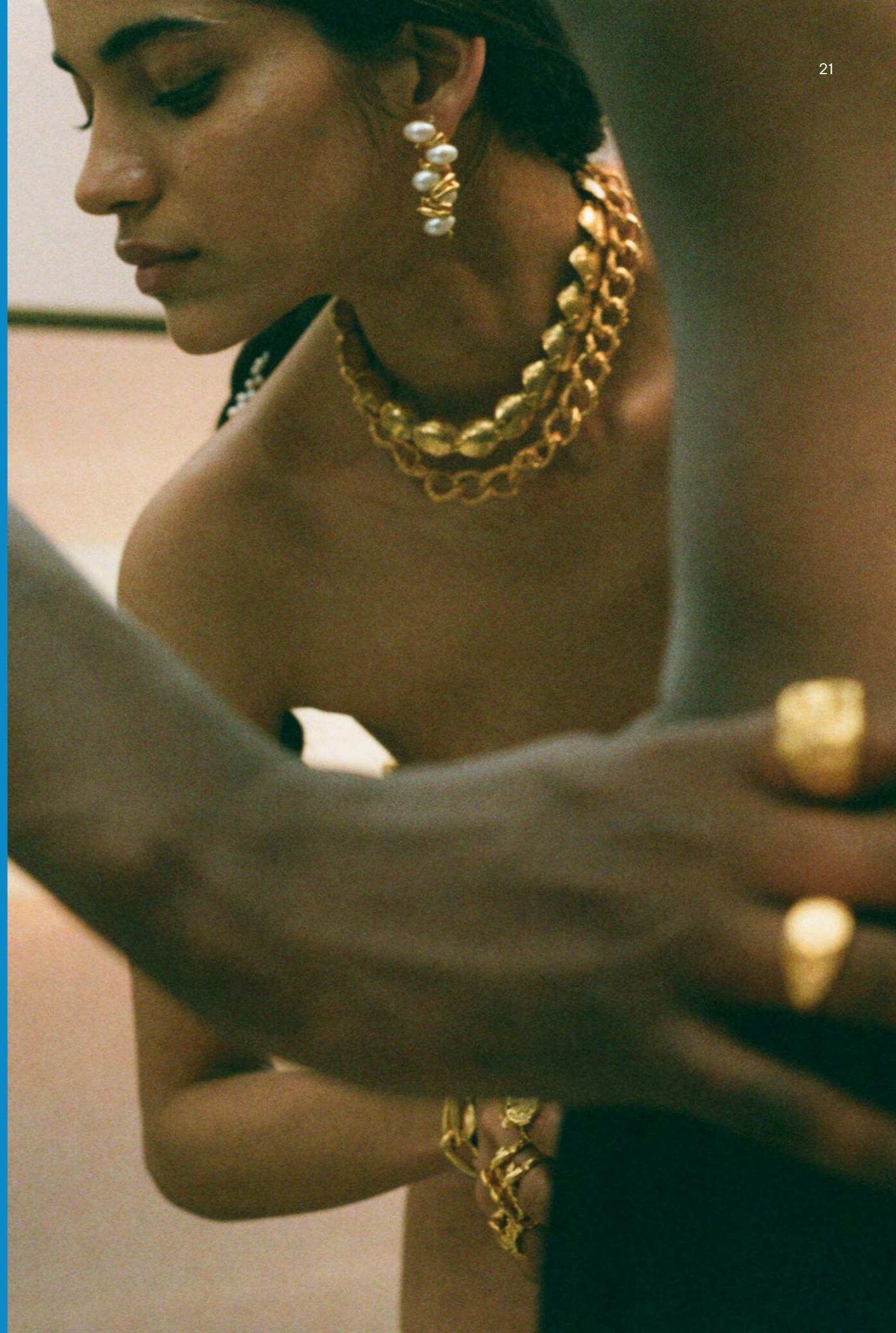
Jewellers have meticulously carved solid wax to make designs for casting for centuries, but using the material in such a free form, organic way as Mahtani does is entirely new, and results in pieces that are original and unusual for their imperfect, distressed almost unfinished-feeling forms. “For me I’ve always loved playing, not abiding by any conventional rules, it’s been very liberating,” says the London-based designer.

A self-taught jeweller with a clear vision, Mahtani set out to create perfectly imperfect pieces

that each tell a story. After some initial trouble convincing her chosen Hatton Garden caster of her vision, Mahtani launched her brand single-handedly and without investment in 2014. Six years on and Alighieri is a global business with 14 employees, stocked in 105 stores worldwide. Ordinarily based out of a studio in Hatton Garden, Alighieri is today one of the aforementioned caster’s biggest clients.

The seeds of the business originated however from a period of emotional crisis.

Graduating from Oxford University with a degree in French and Italian in 2012, Mahtani felt “super lost,” and was struggling with depression. Finding solace in the pages of 14th-century Florentine poet Dante’s *Divine Comedy*, she was inspired to start making a piece of jewellery for each of his 100 poems. One of the first was





a medallion modelled on a lion the Italian poet encounters in the first canto of the Inferno. "I made it just for myself initially, to remind me to be courageous... and it's ended up being the core of the entire brand and is still the best-selling piece today."

Mahtani, who has spent lockdown fulfilling orders from her apartment, regards her work less as brand building and more that of shaping a community. Customers often tell her about the special life events they are marking with a purchase or a gift, or why they personally are looking for courage when they buy a medallion. "I started this out of a place of loneliness and now its bringing people together and creating dialogue, propelling the idea that's its ok to be vulnerable, its ok to have difficult times, it's ok to open up... for me that's where the pride and enjoyment comes from."

Hers is cleverly priced talismanic jewellery with a purpose, and a power to unite, galvanise even, which goes some way to explaining why, during lockdown, the brand has seen 200 per cent growth in online sales. "I think that's always what I wanted to do, create things where each piece has a story and you wear it for different reasons and it means something to you. Every society has always had that since the beginning of time, that very deep connection to talismans and amulets to protect us, to ward away evil, to represent a new relationship with someone else, to tie families together, it's always been so rich. And that's completely universal. And I think we need that now more than ever."

When it comes to the future, Mahtani, who launched her first men's collection in May 2019, is looking forward to trying new things. She's got her eye on homeware and is considering using coloured stones for the first time in her next collection of beautifully battered bling. "I'm excited to push myself and get out of that default setting and find a new version of our language," she reflects. "I think I'm ready for a change in some way, this period feels like a palette cleanse, now I'm ready to be a bit more experimental."



INTERVIEW

16Arlington

Interview by:
Chloe Street, Evening Standard

Fashion has the power to spark joy in challenging times, and 16Arlington is one outlandishly fabulous London-based womenswear label that delivers escapism and effervescence in bounds.

Founded by design duo Marco Capaldo and Kikka Cavenati in September 2017, the brand's maximal, party-ready pieces are conversation starters destined for red carpets and dance floors. And, ever since launch, 16Arlington's showstoppers have been spotted regularly on both, with everyone from Lady Gaga to Jennifer Lopez and Lena Dunham.

As with all fashion businesses, Covid-19 has impacted the brand in ways wide reaching, but it's designing clothes for a party-light life that its founders have found to be the greatest challenge. "I think, honestly, what we've realised is we find it quite difficult to make more basic pieces," laughs Cavenati, "everything for us is always high octane, and more is more."

Partners in work and love, the British-Italian

couple (Capaldo was raised in London, while Cavenati is from Bergamo, near Milan) met during their time studying at the East London outpost of legendary Italian fashion school Istituto Marangoni, and began creating together from the flat on Arlington Street they rented after graduating.

Their aesthetic cleverly combines Cavenati's love of minimalism and clean lines with Capaldo's penchant for crystals, sequins and all-out glamour; and initially their designs – all thigh splits, asymmetrical feather hems and beautifully cut sequined separates – grew popular through word of mouth, with friends dropping by their Soho apartment to borrow pieces before a night out. "They'd come back the next day with their friends and place orders," recalls Capaldo. "It kind of spiraled from there."

In its first year the brand was picked up by an impressive list of global stockists – Bergdorf Goodman in New York, Lane Crawford in China, Selfridges in the UK, Penelope in Italy – and in February 2019, 16Arlington was invited to host



its first London Fashion Week show.

Now in their fourth season, the pair, who finish each other's sentences and laugh often, have honed their creative process. "We used to work quite independently and then almost present our ideas to each other," explains Capaldo, "but now we're very much synced and we've built this extreme level of trust." In fact, some of their finest creations are born from disagreement. "Usually those are the best pieces," he continues, "the one where the other person thinks 'oh really?' and you have to just trust them."

As a rule though, they never reveal who brought what to the table. "It's always interesting to see the reaction to a piece in the press and know amongst each other the story behind it," says Capaldo. "And the fights and the arguments!" quips Cavenati jovially, adding that disputes are frequent but short-lived. "We're Italians!"

The pair, who launched a six-piece bag capsule with Net-a-Porter back in January, hope to expand the 16 Arlington world into new categories. Will there be a 16Arlington man one day, I

wonder? "Oh I hope so!" says Capaldo.

For now though, the focus is on translating their exuberant aesthetic into pieces that can be worn at home. "I think we are trying to strip it back and just really focus on gorgeous fabric qualities that feel amazing on the body and that you can lounge in, but then still having this touch of glamour with feathers and sparkle," says Cavenati.

"I think there will always be that element of fantasy in what we do," adds Capaldo, "and we love the idea of bringing fantasy to people's reality, but I think now it's just about redefining the 16Arlington woman at home."

"It's casual glam!" interjects Cavenati. "I think people are still looking to buy a one-off special piece," she continues. "Even though they aren't buying it for a specific event, they just want to have it in the wardrobe, ready for a brighter time."

With 16Arlington in town, those sequin-shot brighter days can't come soon enough.

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Toni&Guy's partnership with London Fashion Week and The British Fashion Council helped put British hairstyling on the fashion map

A MODEL RELATIONSHIP

Words **VIOLA LEVY** Photography **JAMES MCNAUGHT**

LONDON inevitably has produced some of the best fashion designers and hairdressers and since opening our first Toni&Guy salon in London in 1963, we have been mastering the art of hair through our creativity, skill and passion.

2020 marks an incredible 15 years, 32 seasons and over 30+ shows each season, since we have joined forces with the British Fashion Council as London Fashion Week official partners - cementing both the brand's reputation as an authority in hair trends, as well as bringing the intrinsic link between fashion and hairdressing firmly into the spotlight.

"Our company has always had an incredible hairdressing talent, but gaining experience in the fashion world can only elevate your own work. I champion my team and give them the experience I had growing up in the industry - to work with incredible designers, creating new signature styles season after season. Our clients love it! Imagine having your hair cut by a stylist who was backstage at a major fashion show just days

before. Plus, the partnership also allowed us to give back to the British Fashion Council, where a percentage of our label.m product profits fund designer support programmes to help the next generation." **Sacha Mascolo-Tarback, Global Creative Director of Toni&Guy**

"The great thing about having got to know Sacha, was that when I became CEO, we had a vision of elevating Fashion Week and making it more accessible for everyone, not just 'fashion insiders'. Customers can now walk into any Toni&Guy and they have access to incredible fashion week content with shows featured on Toni&Guy.tv, the magazine, online and across social media." **Caroline Rush, Chief Executive of the British Fashion Council**

Read the full interview with Sacha Mascolo-Tarback, Global Creative Director of Toni&Guy and Caroline Rush, Chief Executive of the British Fashion Council, along with Toni&Guy's International Artistic Director, Cos Sakkas at magazine.toniandguy.com

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LONDON FASHION WEEK

12-14 JUNE 2020

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#PositiveFashion



Molly Goddard