

# On|Off

IN PARTNERSHIP WITH



London , December 2011

## LAND ROVER BECOMES HEADLINE SPONSOR OF On|Off LONDON & PARIS.

On|Off is proud to announce Land Rover as the **Headline Sponsor** for On|Off London & Paris AW12, taking place at London and Paris Fashion Week.

Land Rover, the Premium Leading British Car Brand, and On|Off, the Independent Global Fashion Showcase, join forces to continue nurturing the international fashion design talent.

Lee Lapthorne: "On|Off is delighted to be supported by such an innovative and prestigious brand as Land Rover. This would enable us to continue to support and drive innovation for international design."

### LAND ROVER VISIONARY AWARD: "DRIVING INNOVATION & STYLE"

In 2006 On|Off created the Visionary Award in order to promote and showcase new designer talent and support their businesses. Previous Visionary Award winners include some of the leading UK-based fashion names: **Charlie Le Mindu, Louise Amstrup, Hannah Marshall, Sinha Stanic and Peter Pilotto.**

To celebrate the collaboration, Land Rover and On|Off have carefully selected a range of experts from varying fields to form the Steering Committee that will find the **AW12 must-see international designer**. The exclusive panel includes: **Lee Lapthorne** (Owner and Founder of On|Off), **Tuuli** (Creative Director, Rankin's wife and muse), **Katie Grand** (Editor-in-Chief of Love Magazine), **Claire Ginzler** (On|Off's Fashion Director), **Bridget Stepputis** (Head of Vivienne Westwood's Couture Operations), **Roksanda Ilincic** (Fashion Designer), **Jane Shepherdson** (CEO of Whistles), **Sarah Bailey** (Deputy Editor at Harper's Bazaar), **Richard Agnew** (Land Rover's Manager, Global PR), **Laura Schwab** (Land Rover UK Marketing Director) and **Joanne Slater** (Land Rover's Manager, Design).

The AW12 Land Rover Visionary Award Winner will receive financial support towards their costs and usage of the **catwalk space** at On|Off's venue in Paris, Espace Commines; **one to one mentoring sessions** with all Committee members; furthermore, February will see the launch of a **£5k cash injection** towards the winner's business.

Land Rover and On | Off, on their continue evolution “**DRIVING INNOVATION & STYLE**”.

**For further information or press enquires please contact:**

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**Notes to Editors:**

- On|Off returns to Paris Fashion Week again for its 6<sup>th</sup> season 29<sup>th</sup> February to 3<sup>rd</sup> March 2012. Showcasing catwalk and exhibition.
- On|Off will organize another intimate and exclusive event during London Fashion Week dates TBC
- On|Off was established in 2003 by Lee Laphorne and the first independent event of its kind.
- On|Off is an independent platform for fashion designers to present and showcase their new collections during London and Paris Fashion Weeks.
- On|Off is exclusive in its aim to bring both on and the best of off schedule designers together
- On|Off has supported over 200 designers and artists over the last 15 seasons, including Jasper Conran, Sinha Stanic, Yang Du, Allegra Hicks, Caroline Charles, Gareth Pugh, Emma Cook, Roksanda Illincic, Peter Pilotto, Hannah Marshall and Mark Fast.
- On|Off has attracted over 50,000 visitors including international trade, press and buyers during the past 15 seasons

