

# On | Off

## **On | Off UNVEILS PLANS FOR LONDON AND PARIS FASHION WEEKS.**

### **On | Off an innovative fashion showcase since 2003**

Since 2003, On|Off has uniquely and successfully bridged the gap between on and off schedule designers in London, creating a unique platform to showcase designer's collections, by pushing the boundaries of contemporary exhibition space.

Over the past 14 seasons, On|Off's pioneering approach has attracted some of the most exciting talent from the UK and internationally.

On|Off is renowned for discovering emerging talent, having been the first to market debuting designers: Gareth Pugh, Hannah Marshall, Aminaka Wilmont, Yang Du, Peter Pilotto, Richard Sorger, Mark Fast, Louise Amstrup, Osman, Derek Lawlor, Kaviar Gauche, Emilio de la Morena, Tim Soar and JW Anderson.

SS12 will see On|Off becoming **THE GLOBAL INNOVATIVE FASHION SHOWCASE**, as it unveils a new direction as part of its international evolution.

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## On | Off – TUULI LONDON COLLABORATION

15<sup>th</sup> SEPTEMBER 2011

After our successful AW11 Collaboration with Tuuli art directing the film “Switch On Switch Off”, in partnership with Rankin, and presented last season at the prestigious W Hotel London, On | Off will collaborate with the creative director once again in September 2011. For SS12, the collaboration will consist of a limited edition printed fanzine presented on the eve of London Fashion Week.

The fanzine will feature some of the most talented up-and-coming designers, artists, set designers, photographers and stylists of the moment. Diverse styles converging to create an exclusive limited printed edition.

The Limited Edition Fanzine will be presented on September 15<sup>th</sup> at a Catwalk/Dinner taking place at Rankin Studio in London. The attendees will have the opportunity to have a **sneak preview** of the three designers selected to Show at our “On | Off Presents” Show in Paris. More details to be unveiled soon.

### Notes to Editors:

- On | Off – Tuuli Catwalk/Dinner, Rankin Photography Annroy 110-114 Grafton Road, London NW5 4BA, 15<sup>TH</sup> September 2011. **Strictly invitation only.**

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## On | Off PARIS CATWALK DEBUT

On | Off returns to Paris Fashion Week from September 30<sup>th</sup> to October 2<sup>nd</sup> 2011, making its catwalk debut in the French Fashion Capital.

The innovative fashion showcase will take place at its new venue in Paris, **Espace Commines**. The prestige location in central Paris has previously hosted showrooms/catwalk-shows from designers such as Veronique Branquinho, Comme de Garçons, Helmut Lang and Alexander McQueen. An ideal location that situates On | Off at the forefront of international cutting-edge fashion, enabling to deliver On | Off's new direction as a Global Platform.

For the catwalk debut in Paris On | Off's team has carefully selected two of the most dynamic designers of the moment: **Pam Hogg and Charlie Le Mindu**, debutants in the French Capital too. The Espace Commines will also feature a selective elite designer showroom and a third catwalk show featuring three of the most exciting international emerging designers. More details to be unveiled soon.

The theme for our debut in Paris is "Diamond", the most valued and hardest gemstone, and **the most desired**. You can find the elements through the overall curation of the venue. Elements representing both the qualities of On | Off's designers: pure and desired, and elements of our new unique space.

Lee Lapthorne: "The On | Off team and I are extremely excited to be showcasing in Paris and feel that its part of our international evolution."

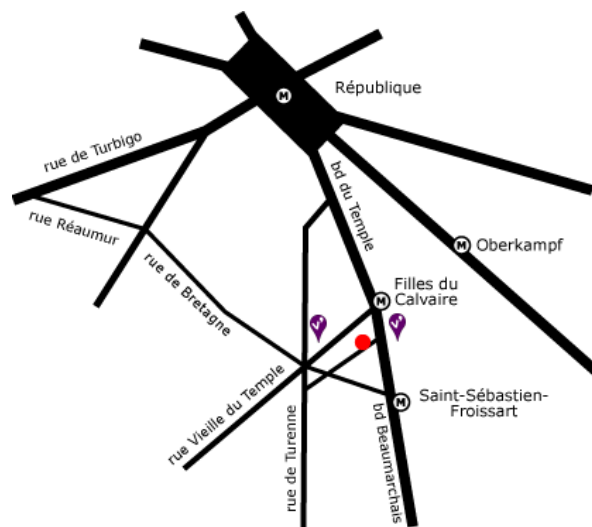
Pam Hogg: "It's magnificent to be given the chance to show in Paris, something I've always dreamed of. On | Off have championed me since my return to fashion in 2008. Ever since that first show they have given me the opportunity to explore my potential as a creative designer allowing me to grow without question or restriction."

**For further information please contact:**

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[www.onoff.tv](http://www.onoff.tv)

## On | Off Paris at Espace Commines:



### Notes to Editors:

- On|Off Paris takes place at Espace Commines, 17 Rue Commines, 75003 Paris, from 30<sup>th</sup> September – 2<sup>nd</sup> October 2011. Metro: Filles du Calvaire (line 8) at 50m, Oberkampf (line 5) at 200m. Bus: 20, 65 and 96.
- On|Off was established in 2003 by Lee Lapthorne 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

