

# On|Off

## **On|Off Launches Its First Limited Edition Book**

***The fashion elite will be clamouring to get their hands on 'On|Off – 10 SEASONS' - a unique, must-have limited edition book***

**On the 20<sup>th</sup> November**, On|Off will celebrate the launch of its limited edition book, 10 SEASONS along with a top celebrity and VIP crowd at exclusive members lounge, Bungalow 8.

The exclusive coffee table book is filled with a collection of images, illustrations and quotes, with contributions from many of the designers, collaborators and champions who have supported On|Off throughout its 10 successful seasons.

Features in the book include unique illustrations especially designed by Jasper Conran and Jean-Charles de Castelbajac and never before seen photography from behind the scenes of some of the most inspiring catwalk shows during London Fashion Week.

On|Off founder and creative director Lee Lapthorne said of the book launch - *"I am extremely proud that On|Off has succeeded and look forward to continuing to support our designers for another 10 Seasons."*

The book includes images from many of the 170 designers who have showcased at On|Off, including the raft of edgy, young designers who On|Off has discovered and nurtured - Aminaka Wilmont, Hannah Marshall, Jean Pierre Braganza and Avsh Alom Gur alongside established names such as Jasper Conran, Sinha Stanic, Emma Cook, Allegra Hicks, Caroline Charles and Gareth Pugh.

- Ends -

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## **NOTES TO EDITORS:**

- On|Off was established in 2003 by Lee Lapthorne and the first independent event of its kind.
- On|Off is exclusive in its aim to bring both on and off schedule designers together
- On|Off takes place during London Fashion Weeks in February and September
- On|Off has supported 170 designers and artists over the last 10 seasons, including Jasper Conran, Sinha Stanic, Emma Cook, Allegra Hicks, Caroline Charles, Gareth Pugh, Karen Walker, Kristian Aadnevik, Ben de Lisi and Red or Dead
- On|Off has attracted over 50,000 visitors including international trade, press and buyers during the 10 seasons
- On|Off has invested nearly £2million of funding into the sector by providing subsidised showcases for emerging designers
- On|Off has helped the designers grow their businesses and access international markets, designers have reported growth in sales of 12%+, with one designer stating an increase in sales of 800% after showing at On|Off
- On|Off was the first London Fashion Week event to launch its own virtual island in Secondlife and work with iTunes to download catwalk shows within the UK
- On|Off launched an On|Off Boutique with [www.oli.co.uk](http://www.oli.co.uk) to provide on an on-line sales opportunity for its designers