

On|Off

Press Release

August 2009

On|Off Boutique pops up during London Fashion Week

This season, On|Off brings the catwalk to the Newburgh Quarter, with exclusive designer collections and shows streamed live from On|Off

From 16th – 22nd September 2009, On|Off, the leading independent fashion showcase during London Fashion Week (LFW), will launch its very own pop-up shop in the Newburgh Quarter, a creative hub just a stones throw from Carnaby Street in London.

The On|Off Boutique will sell exclusive collections from cutting edge designers who have showcased at On|Off over the past twelve seasons, including: Jean - Pierre Braganza, Rozalb de Mura, Av Shalom Gur, Alina Jessipovich, Carianne Moore, Claire Johnston, Jasper Garvida and Rizvi Millinery. The boutique will also offer one-off pieces unique to On|Off such as stylist bags, travel wallets and books as well as art, photography, illustrations and furniture from some of the UK's leading design talent.

In addition to giving shoppers the chance to get hold of must-have fashion from some of the hottest designers around, The On|Off Boutique, will allow fashionistas and aspiring designers exclusive access to LFW, by offering the chance to take a front row seat in-store, and watch live catwalk shows, interviews and back stage footage during On|Off. This is yet another innovation from On|Off, who constantly push the boundaries of cutting edge technology within fashion showcasing.

Situated at 8 Newburgh Street, the On|Off Boutique will be surrounded by the largest community of independently run boutiques, cafes and lifestyle brands in London's West End. Since the 1960's, the Newburgh Quarter has been the birthplace for iconic and influential designers such as Pam Hogg and Jean Paul Gaultier and continues to be the launch pad for some of London's newest fashion design talent.

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Notes to Editors

- The **On|Off Boutique** is situated at 8 Newburgh Street, W1F 7RJ
- The **On|Off Boutique** will be open from Wednesday 16th September – Tuesday 22nd September between 11am – 7pm
- Celebrity fans of the Newburgh Quarter include Matthew Williamson, Peter Doherty, Damon Albarn, Brad Pitt, Kate Moss, Agnes Dean and Peaches Geldof
- For further information on the Newburgh Quarter, please visit www.carnaby.co.uk
- This season, **On|Off** will be held at 180 The Strand, London, WC2R 3DA from Friday 18th - Tuesday 22nd September
- **On|Off** was established in 2003 by Lee Lapthorne and was the first independent event of its kind
- **On|Off** is exclusive in its aim to showcase both on and off schedule designers
- **On|Off** takes place during London Fashion Week in February and September
- **On|Off** has supported over 200 designers and artists over the last 11 seasons, including Jasper Conran, Sinha Stanic, Emma Cook, Caroline Charles, Gareth Pugh, Gardem and Karen Walker to name a few