

On|Off

On|Off Celebrates its 10th Season

On|Off, by arrangement with the Royal Academy of Arts, 6 Burlington Gardens, W1

In 2003, On|Off took London Fashion Week by storm and became the first venue to showcase art & design and fashion under one roof. This September is no exception as On|Off celebrates 10 successful seasons

From the 15th – 19th September, On|Off will mark its success with an enviable line-up of over 17 catwalk shows, alongside a designer exhibition, On|Off retrospective and the launch of stunning coffee table book – '*10 Seasons*'.

Founder and creative director, Lee Laphorne says of On|Off – "*It has always been more than just a showcase, we continually build on the support for our designers and artists. I am extremely proud that it has succeeded with the support of so few to support so many*".

Over the past 10 seasons On|Off has showcased and supported over 170 designers and artists, and to mark the occasion a retrospective of images, 3D visual displays, Installations and an exclusive book has been created. They include contributions from designers, collaborators and champions who have supported On|Off throughout. Highlights from the book include, unique illustrations by Jasper Conran and John Charles de Castelbajac and never before seen photography from behind the scenes at London Fashion Week.

This season the event will play host to some of the top UK and International emerging and established designers including, Jasper Conran, Sinha-Stanic, Duro Olowu, JSmith Esquire, Afshin Feiz, Bernard Chandran, Sado, Louise Amstrup, Felder Felder, Reem, Kavier Gauche, Romina Karamanea, Danielle Scutt, Steph Aman and Josh Goot.

'On|Off presents...', a catwalk show in association with Oli.co.uk will showcase collections from On|Off exhibition designers including, New York based designer Alexander Koutny - poised to put his brand in front of the European market, Canadian born knitwear designer, Mark Fast and top-end Romanian label, Rozalb de Mura.

For further information, images or interview opportunities please contact:

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On|Off's Season Provisional Schedule

Monday 15th September

09.30 Louise Amstrup
14.15 Jasper Conran
14.45 Felder Felder
18.00 – 19.00 Reem

Tuesday 16th September

10.30 JSmith Esquire
10.45 Kavier Gauche
17.30 On|Off Presents.... catwalk in association with Oli.co.uk - Alexander Koutny, Rozalb de Mura, Mark Fast
17.45 Afshin Feiz

Wednesday 17th September

12.30 Bernard Chandran
20.00 Sado

Thursday 18th September

10.15 Romina Karamanea
10.45 Sinha-Stanic
14.45 Danielle Scutt
17.15 Duro Olowu
18.30 Falguni & Shane Peacock and Rocky S
19:45 – 21:00 Neurotica

Friday 19th September

09.30 Josh Goot

Exhibition Designers

Tuesday 16th – Thursday 18th September 2008

Tuesday 16th 09.00 – 18.00, Wednesday 17th 09.00 – 20.00, Thursday 18th 09.00 – 18.00

Alexander Koutny – (On|Off presents)
Amana
Deborah Henning
JSmith Esquire
Kalikas Armour
Mark Fast – (On|Off presents)
Neurotica
Reem
Ring leader urban jewellery
Rizvi Millinery
Rozalb de Mura – (On|Off presents)
Steph Aman
Yuchi

Featured Artists

Charlene Davies
Doris
Dormice
Keira Rathbone
Lucy and Bart
Natalie Thakur
Paul Normansell
Rock Galpin
Wrap 3

David Farrer

On|Off 10th season reception - Invitation only

Date: Monday 15th September

Time: 20.00 – late

Venue: On|Off, Royal Academy of Arts, W1

On|Off retrospective exhibition

Tuesday 16th- Thursday 18th September 2008

Over the past 10 season's On|Off has showcased and supported over 175 designers as well as a host of artists, DJ's, performers, product designers, illustrators, photographers, musicians & film producers

To mark this landmark occasion, On|Off is creating a retrospective exhibition featuring images, 3D visual displays, installations and a specially commissioned collaboration with Apple

Notes to Editors:

- On|Off takes place at The Royal Academy of Arts, 6 Burlington Gardens, W1 from 15th – 18th September 2008
- 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 is supported by **London Development Agency, the UKTI, oli.co.uk, L'Oreal Professional, Jemma Kidd, Urbanjukies.com**
- 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 Second life and work with iTunes to download catwalk shows within the UK
- On|Off launched an On|Off Boutique with www.oli.co.uk to provide on an on-line sales opportunity for its designers