



## **On|Off February 2009 – New Venue, New Talent**

***With a new location, an enviable line-up and the introduction of an innovative prize, On|Off, this season continues to be London's leading showcase for design talent***

**Running from Saturday 21<sup>st</sup> until Tuesday 24<sup>th</sup> February 2009**, On|Off, the UK's leading independent fashion showcase during London Fashion Week, will take place at its new venue, **the Science Museum – Level 2 in South Kensington**. Conveniently located next to the Natural History Museum, it will ensure ease of access for press and buyers.

The theme for the new space is 'white on white' and will feature a 500 capacity catwalk, a VIP & Press lounge, and a must-see designer exhibition. The exhibition area, enclosed by softly lit inflatable walls, will showcase collections from Carianne Moore-Harding, Darkest Star, Lorena De La Torre, Jasper Garvida, Reem, Louise Buchan and the On|Off Presents... designers.

On|Off Presents..., in association with Oli.co.uk, returns this season with a collaborative catwalk showcase featuring four innovative and promising designers selected by On|Off including, Cecilia Mary Robson, q.e.d., Rachel Freire and Rozalb De Mura. Since its launch in September 2007, On|Off Presents... has successfully showcased designers such as Hannah Marshall, Richard Sorger, Mark Fast, Steph Aman and Rizvi Millinery.

On|Off's schedule features a presentation, an installation and 12 catwalk shows from designers including: Hannah Marshall, Osman Yousefzada, Emilio De La Morena, Olivia Rubin, Krystof Strozyna and Future Classics.

This January, On|Off launched a new prize in association with the London College of Fashion (LCF), 'On|Off Reinvents'. The prize demonstrates their mutual desire to highlight the importance of sustainable fashion. The MA Graduate winners, who include: Yun Ju Ko, Rohan Kale, Hsiang Ju Kung and 'Collection of the Year' winner, Majit Deu will create outfits using On|Off's 10th season celebratory banner from September 2008, and will go on display at On|Off.

**For further information, images or interview opportunities please contact:**

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**-Ends-**

# **SCHEDULE FOR On|Off FEBRUARY 2009**

## **SATURDAY 21 FEBRUARY**

HANNAH MARSHALL PRESENTATION WITH IPSO FACTO \*

J SMITH ESQ<sup>R</sup> INSTALLATION WITH CHRIS WATSON \*

## **SUNDAY 22 FEBRUARY**

**09.45** FALGUNI AND SHANE PEACOCK

**09.45** ROCKY S

**15.30** KRYSSTOF STROZYNA

**15.30** EMILIO DE LA MORENA

**19.30** BERNARD CHANDRAN

**20.15** SADO

## **MONDAY 23 FEBRUARY**

**14.30** OLIVIA RUBIN

**20.30** ON|OFF PRESENTS... CATWALK IN ASSOCIATION WITH Oli.co.uk: CECILIA MARY ROBSON, Q.E.D, RACHEL FREIRE, ROZALB DE MURA

**21.00** ON|OFF PRESENTS... AFTERSHOW DRINKS RECEPTION

## **TUESDAY 24 FEBRUARY**

**10.00** OSMAN YOUSEFZADA

**10.45** ASHLEY ISHAM

**15.45** BORA AKSU

**18.00** FUTURE CLASSICS

\*Times to be confirmed

### **Notes to Editors:**

- 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 170 designers and artists over the last 10 seasons, including Jasper Conran, Sinha Stanic, Emma Cook, Caroline Charles, Gareth Pugh, Gardem, Karen Walker to name a few