

On|Off

On|Off Unveils Exciting New Plans and Catwalk Schedule

With a new location, revolutionary live streaming, and a pop-up boutique, On|Off continues to be at the forefront of fashion showcasing

Running from Friday 18th to Tuesday 22nd September 2009, On|Off, the leading independent fashion showcase during London Fashion Week, will take place at its new venue, **180 The Strand, WC2**. Situated just moments from Somerset House, 180 The Strand is the British Fashion Council's second London Fashion Week venue. The move will create a unique environment for designers and increase the offer to press and buyers by creating an innovative fashion hub in WC2.

The space at 180 The Strand will feature an innovative designer exhibition, VIP room, press lounge and a 300 capacity catwalk space, which will showcase 13 new and returning designers. The jam-packed schedule includes Pam Hogg, Avsh Alom Gur, Ashley Isham, Richard Sorger, Falguni & Shane Peacock and Julian James Smith. Pam Hogg says of her return to On|Off:

"Lee and the On|Off team are massively important in the world of fashion. Their generosity hard work and dedication is a shining light. Encouragement and support of this kind is essential for the true spirit of London fashion to strive, sustain and survive. I was lucky enough to have been offered a show with them last season and proud to be part of it again this coming September."

This season, 'future reference' is the inspiration for On|Off, celebrating the move into at a new decade for Spring/Summer 2010. Continuing its position as innovators, On|Off is looking into the future of fashion showcasing by embracing and pushing the boundaries of cutting edge technology with live streaming direct from On|Off to the new look website www.onoff.tv. Catwalk shows will be available to view live or on demand as well as exclusive designer interviews and backstage footage. In keeping with On|Off's innovation and forward thinking, stylist of the year Grace Woodward will, for the first time, be acting as Guest Curator for On|Off and bringing her styling talent to the catwalk.

In addition, On|Off will for the first time launch its very own pop-up shop in the Newburgh Quarter, just a stones throw from Carnaby Street. As well as giving shoppers must-have fashion from some of the hottest designers around, getting your front row ticket just got easier as the On|Off Boutique will allow fashionistas and aspiring designers exclusive access to the catwalk by streaming live shows, interviews and backstage footage direct to the boutique during On|Off.

-Ends-

For further information on On|Off please visit On|Off's new look website, – www.onoff.tv or please contact

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Notes to Editors:

- The full venue address is 180 The Strand London WC2R 1BL
- 180 The Strand is the British Fashion Council's second venue this September
- The **On|Off Boutique** is situated at 8 Newburgh Street, W1F 7RJ will be open from Wednesday 16th September – Tuesday 22nd September between 11am – 7pm
- Live catwalk shows will also be available via **On|Off's** new look website – www.onoff.tv
- **On|Off** was established in 2003 by Lee Laphorne 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** has supported over 200 designers and artists over the last 11 seasons, including Jasper Conran, Sinha Stanic, Emma Cook, Pam Hogg, Gareth Pugh, Hannah Marshall, Gardem, Karen Walker and Mark Fast, to name a few
- The **British Fashion Council** was set up in 1983 to promote British Fashion and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events
- The space within 180 The Strand has been provided by Land Securities for the duration of London Fashion Week. Land Securities is the UK's leading Real Estate Investment Trust and has a large portfolio of commercial property in London and UK regional cities. The portfolio comprises over 50 retail parks and shopping centres including the quadruple award winning Cabot Circus in Bristol and The Centre in Livingston. It is also the leading provider of office accommodation in London owning properties such as the Piccadilly Lights, Westminster City Hall, Cardinal Place in Victoria and the newly created New Street Square complex in Midtown. Through its development programme Land Securities is creating attractive and innovative new offices and retail destinations that transform their surroundings. On site now in London, 'One New Change' is revitalizing the area surrounding St Paul's cathedral while in Cardiff the retail offer and amenities of the City are being dramatically enhanced with the St David's scheme

On|Off Schedule

FRIDAY 18 SEPTEMBER

12.30 **On|Off Presents...** Joanna Vandepuije, Michaela Carro, Prose Studio, Yang Du

15.00 Ashley Isham

18.30 Bernard Chandran

20.30 Richard Sorger presentation

SATURDAY 19 SEPTEMBER

11.45 Jasper Garvida presentation

16.00 Ramon Gurillo

19.15 Pam Hogg

20.00 On|Off *Party Feet* Party

SATURDAY 20 SEPTEMBER

12.00 Julian James Smith

16.30 Falguni & Shane Peacock

19.30 Stefan Orschel-Read

MONDAY 21 SEPTEMBER

16.00 Avsh Alom Gur

TUESDAY 22 SEPTEMBER

17.15 KTZ

19.00 Sado