

On | Off

Press Release

June 2010

On | Off launches its pop-up shop in the distinctive East Carnaby Newburgh Quarter

The On | Off pop-up shop has just opened on 10 Newburgh Street W1f 7RL. Running until 28th June 2010, the temporary space is retailing exclusive clothing and accessories, from a selection of designers who have showcased at On | Off over the past thirteen seasons.

The shop has collections of one off pieces from cutting edge designers including, Belle Sauvage, Julian J Smith, Simon Ekrelius and Ostwald Helgason. The shop will be replenished on a regular basis with new stock and fantastic new designer collections arriving each week.

The pop-up shop will also offer limited edition 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.

Situated on Newburgh Street, the On | Off Pop-up shop 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 platform for some of London's newest fashion design talent.



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For further information please contact

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Notes to Editors;

- The On | Off Shop is situated at 10 Newburgh Street, W1F 7RL, UK.
- The On | Off Shop will be open from Saturday 5th June – Wednesday 28th June 2010, between 11am – 7pm
- The On | Off pop-up shop will not be open on Sundays
- Celebrity fans of the Newburgh Quarter include Matthew Williamson, Peter Doherty, Kate Moss, Agyness Deyn and Peaches Geldof.
- For further information on the Newburgh Quarter, please visit www.carnaby.co.uk
- This season On | Off will be held at Victoria House, Bloomsbury Square, WC1B 4DA
- On | Off has supported a multiple of cutting edge design talent from both the UK and International markets including: Gareth Pugh, Peter Pilotto, Pam Hogg, Roksanda Ilincic, Mark Fast, Hannah Marshall, Jasper Conran, Emilio De La Morena, Gardem, Sinha Stanic and Yang Du