

On|Off

On | Off announces Visionary Award winner Charlie Le Mindu. Elite designer roll call unveiled.

Running from Friday 18th to Sunday 20th February 2011, On|Off the innovative fashion showcase during London Fashion week, once again presents an impressive line-up with 10 catwalk shows, a key presentaiton, and a selective designer exhibition, at its new venue, **Mercer Street Studios, 16 Mercer Street, London WC2H 9QE.**

On|Off is proud to announce, Haute Coiffure, Charlie Le Mindu as the Visionanary award winner for Febuary 2011. Le Mindu was born in Bergerac, France and quickly rose to the limelight by refining his own technique and extraordinary style. No stranger to On|Off, Le Mindu's SS10 catwalk proved to be 'THE' talking point last season. With his glamorous and eccentric lifestyle theme Le Mindu exceeded all expectations.

This season On|Off shows its continued support by awarding Le Mindu the exclusive opportunity to showcase his unmissable AW11 collection to an array of UK and international buyers and press. The Visionary Award presents Le Mindu with a sponsored catwalk, casting and all production elements.

"When I got the Visionary Award, it was the day before Christmas, and I thought it was the coolest present I could get this year. As I've loved On|Off since I first showed with them because the team are always really cool people which understand all my wishes I need on all my collections presentation. Their choice of venue is really cool and fits perfect with my collection for my catwalk shows. So when On|Off told me they giving me the Award I was very happy it just made me smile for days and still now!" Charlie Le Mindu.

"It is great that **On|Off** is in the position where we can help aspiring, talented designers to progress within the industry such as Charlie. Getting this sponsorship really does help designers and can be the difference between professionally showing as part of fashion week or not" Claire Ginzler, Fashion Director On|Off.

On|Off's creative vision '**Dark|Light**' will play host to 10 designer catwalk shows including the on-schedule Jena Theo and Louise Gray. Off Schedule highlights include; Jayne Pierson's debut catwalk show, and retuning designers Pam Hogg, Charlie le Mindu and Falguni & Shane Peacock

As well as the enviable catwalk schedule, On|Off will showcase a presentation from Ada Zanditon whilst the exhibition includes collections from: Tessa Edwards, Angeline Lee and debuting the 'one-to-watch' Bronwen Marshall.

With a new intimate location, LED video wall, a forefront light installation by Vessel Gallery and a collaborative 3D film with Tuuli in association with W London Hotel, On|Off, this season continues to be London's leading showcase for design and artistic talent.

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On|Off

18 – 20 FEBRUARY 2011

MERCER STUDIOS, 16 MERCER STREET, COVENT GARDEN, WC2H 9QE

FRIDAY 18

11:00 JENA.THEO
13:00-14:00 ADA ZANDITION *PRESENTATION
15:30 FALGUNI & SHANE PEACOCK
19:45 ASHLEY ISHAM

SATURDAY 19

09:30 LOUISE AMSTRUP
14:15 LOUISE GRAY
18:00 BRYCE AIME
21:30 JULIAN J SMITH

SUNDAY 20

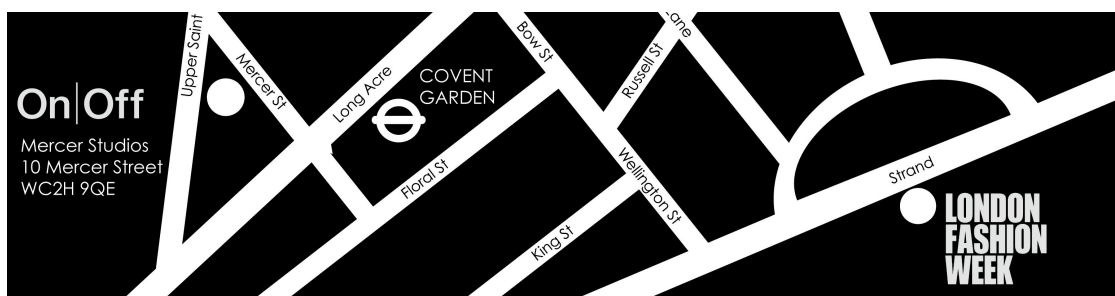
10:00 JAYNE PIERSON
14:15 CHARLIE LE MINDU
19:30 PAM HOGG

EXHIBITION

CHARLIE LE MINDU
BRONWEN MARSHALL
LAURA THEISS
THE ORPHAN'S ARMS
BRACHER EMDEN
LEE KLABIN
ANDREW MAJTENYI
ANGELINE LEE
HAIZHEN WANG
TESSA EDWARDS
LEE LAPTHORNE
HASAN HEJAZI

DESIGN

INNERMOST
THE DECORATORS



For further information on On | Off please visit On | Off's new look website – www.onoff.tv
Or please contact Hannah Cox T: 020 7287 2327 E: pr@thedoll.org

Notes to Editors:

- On|Off takes place at Mercer Street Studios, 16 Mercer Street, Covent Garden, WC2H 9QE from 18th – 20st February 2011.
- On | Off was established in 2003 by Lee Lapthorne and is the first independent event of its kind.
- On | Off's Visionary Award and Presents has been responsible for launching designer labels Mark Fast, Peter Pilotto and Hannah Marshall.
- On|Off takes place during London Fashion Weeks in February and September
- On | Off is exclusive in its aim to bring both on and the best of off schedule designers together
- On | Off has supported over 300 designers and artists over the last 14 seasons, including Jasper Conran, Sinha Stanic, Yang Du, Allegra Hicks, Caroline Charles, Emma Cook, Gareth Pugh, Hannah Marshall and Mark Fast.
- On | Off has attracted over 50,000 visitors including international trade, press and buyers during the past 14 seasons.

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