

On | Off secures kick-ass schedule!

Running from Friday 17th to Monday 20th September 2010, On|Off - the innovative fashion showcase during London Fashion Week - features an impressive line-up with fourteen catwalk shows, three presentations and 22 exhibition designers.

Once again taking place in the Victoria House Basement and having re-designed the catwalk space to accommodate 450+ guests, the On|Off catwalk schedule features five 'On-Schedule' and nine 'Off schedule' designers. Highlights include: Roksanda Ilincic, Pam Hogg, Jean-Pierre Braganza, Charlie le Mindu and Julian J Smith.

On|Off are also excited to be hosting the first independent catwalk for Louise Gray. Considered one of the brightest new designers emerging from the UK her show promises to be one of the most distinctive and original this season.

This September also sees the return of the On|Off Visionary Award – won this season by the talented Louise Amstrup.

Lee Lapthorne, Creative Director of On|Off commented, "What makes this season so unique is On|Off's blend of established talents like Roksanda Ilincic and exciting new labels like Julian J Smith. We have become known as a springboard of new discovered talent which are then picked up by the establishment moving onto NewGen and beyond."

As well as the enviable catwalk schedule, On|Off will showcase presentations from up and coming designers: Ada Zanditon, Simon Ekrelius and Jayne Pierson whilst the exhibition includes collections from: Brooke Roberts, Marc Philippe Coudeyre and new knitwear designer Angela Cassidy.

-Ends-

FOR FULL SCHEDULE SEE BELOW

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 Victoria House Basement, Bloomsbury Square WC1B 4DA
- **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 13 seasons, including Jasper Conran, Sinha Stanic, Emma Cook, Pam Hogg, Gareth Pugh, Hannah Marshall, Gardem, Karen Walker and Mark Fast, to name a few

On|Off

17 – 20 SEPTEMBER 2010

VICTORIA HOUSE BASEMENT, LONDON, WC1B 4DA

CATWALK

FRIDAY 17 SEPT

- 11.30 Jean-Pierre Braganza
13.30 Bora Aksu
17.30 Ashley Isham
19.00 Aminaka Wilmont
20.30 -21.30 Jayne Pierson*

SATURDAY 18 SEPT

- 10.00 Louise Gray
13.00 Simon Ekrelius*
15.30 Spijkers en Spijkers
16.30 Bryce Aime

SUNDAY 19 SEPT

- 10.30 Charlie Le Mindu
11.45 Louise Amstrup
15.15 Falguni & Shane Peacock
17.00 Julian J Smith
20.00 Pam Hogg

MONDAY 20 SEPT

- 14.00 -15.00 Ada Zanditon*
16.30 Roksanda Ilincic
21.00 Adam Entwisle

DESIGNER EXHIBITION

- Andrew Majtenyi
Angela Cassidy
Brooke Roberts
Carmen Secareanu
Cecilie Bahnsen
Draw in Light
Frances Conteh
Iris Serban
Jayne Pierson
Laura Theiss
Marc Philippe Coudeyre
Mode en Module
Nicole Murray
Omer Asim
Richard Emden
Saffron Knight
Shao Yen
Sophie Gittins
The Orphan's Arms
Viking Wong
Zara Gorman

FEATURED DESIGN

- Innermost
Melanie Porter
Charlie Le Mindu

*Presentation



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