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Louise Amstrup wins The On|Off Visionary Award 2010

Danish born Louise Amstrup is named as the winner of The On|Off Visionary Award 2010.

This season at On|Off, the innovative fashion showcase during London Fashion Week, Louise Amstrup will receive an exclusive opportunity to launch her SS11 collection to an array of UK and international buyers and media.

"The focus of The Visionary award is about giving a designer the support in order for them to expand within the industry." Claire Ginzler – Fashion Director On|Off. The Visionary Award presents Louise Amstrup with a free catwalk, On|Off will also supply all casting and production elements for the designers showcase.

"This is such an amazing opportunity. With this award I now have all the components to propel me to the next level. I am so excited and can't wait for my show in September at On|Off." – Louise Amstrup.

The judging panel included industry expert and On|Off founder Lee Lapthorne, fashion director Claire Ginzler and special guest judge, Browns Focus Buyer, Jemma Dyas.

On The Visionary Award Dyas says, "It is a great opportunity to be able to work with On|Off and be a part of this unique initiative. I chose Louise because I feel she has all the requisite elements to be a huge success, and that this award provides the perfect platform to showcase her talent to the industry."

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Notes to Editors-

- **On|Off** will be returning to Victoria House from the 17th September – 21st September 2010
- **On|Off** was established in 2003 as a pioneering initiative during London Fashion Week
- **On|Off** has supported a number of cutting edge design talent from both the UK and International markets including:
Yang Du, Gareth Pugh, Peter Pilotto, Pam Hogg, Roksanda Ilincic, Mark Fast, Hannah Marshall, Jasper Conran, Emilio De La Morena, Gardem, Sinha Stanic and Yang Du
- www.onoff.tv