



DESIGNERS PROSPECTUS

London Fashion Week Spring/Summer 2018 Season
Saturday 16th September 2017

Introduction

The **Fashion International** shows have become one of the most sought after multi-designer runway presentations during London Fashion Week, with a PROVEN TRACK RECORD of A1 media coverage including quality buyer, press and celebrity attendance.

Fashion International has presented collections to full houses for six hugely successful seasons and our runway provides a premium platform for both UK and International designers who wish to show during the busy, high profile London Fashion Week.

Whether a designer is emerging, mid-size or internationally established, at **Fashion International** we fully appreciate the importance of every presentation, working alongside each of our designers individually to fully enhance their Fashion Week experience.

Fashion International is also one of the most cost-effective, fully inclusive platforms for designers, offering extremely competitive rates for both multi-designer and solo shows.

Designers who show with **Fashion International** also have the peace of mind of knowing that their presentation is in the hands of leading industry professionals, overseeing and coordinating each designers show at every stage and ensuring a stress-free process.



FASHION INTERNATIONAL

3rd Floor, 207 Regent Street, London W1B 3HH t: 0845 475 8547 (International +44 (0))
e: office@fashioninternationallfw.com w: www.FashionInternationalLFW.com



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The Venue

From glistening chandeliers to sweeping staircases, the stunning **Amba Charing Cross Hotel** on The Strand is steeped in history and an iconic London landmark.

Nestled in the heart of the London Fashion Week district, this stunning venue is just a short stroll from the main BFC stage and exhibitions and has excellent direct transport links across London and the West End.

The Thames Embankment, Trafalgar Square, Soho and Covent Garden are all on the doorstep, and the hotel is conveniently placed for Charing Cross, Embankment and Trafalgar Square train stations - making it the perfect setting and location for any designer to show during the busy London Fashion Week season.

The building itself is a world class, award winning Victorian masterpiece. The sumptuous period detailing has been retained following a recent multi-million pound refurbishment, including the floor to ceiling windows, marble pillars and elegant sculptured decor.

The Fashion International shows take place in the chic and sophisticated Ballroom in front of a high-quality audience of 180+ invited and hand-selected industry, press and VIP's.



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What's Included

The following are all included in the cost of a Fashion International multi-designer booking;

- **Award Winning, Stunning Venue** in the heart of the London Fashion Week district
- **Professional Sound and Lighting** production and presentation
- **PR Agency** support and **Guest Listing** (Trade, Celebrity and VIP invitations) including Post Show **Press Liaison** and **Media Distribution**
- Experienced **Support, Advice and Guidance** for all designers (where required)
- **Personalised PDF Show Invitations** and allocated **Seats** for a designers own guests
- **Models** from the official Model Pool
- **Make-Up** and **Hair**
- **Assistants, Dressers, Clothes Rails** and **Steamers**
- VIP Networking **Drinks Reception**
- **Runway Images** by our official LFW photographer
- **Backstage Images** both pre and post show
- Website **Designer Credits** and **Social Networking Promotion**
- Printed **Designer Biography** and **Press Release** for all media and guests attending
- **Designers brand name printed on the official show banners**
- **Experienced Show Management**

Fully inclusive multi-designer show places start from just £1,500 (subject to availability). Individually tailored Solo show places available from just £2,495. Full details on request.

"It's always an absolute pleasure working in such a professional, friendly atmosphere and being part of such a successful show. I look forward to participating again next season"

"The most professional and stress free show I have ever participated in. We no longer launch our new collections with anyone else. Stunning venue and presentation"

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In The Media

The following is a small selection of those who have attended or have featured Fashion International during London Fashion Week;

Amal Fashanu	Fashion Lollipop	Now! Magazine	TheUpComing
Amazing Aperture	Fashion Monitor	NYC Gal	Top Model Official
An Incredible Life	Fashion One TV	Oaktree & Tiger	Top Model South Africa
ASOS	Fashion TV	Perk PR	Torn Polished
Avatar Magazine	Fashion Worked	Perth Champagne Bling	Trends Boulevard
BBC Breakfast	Female First	Pop PR	Vogue Italia
BBC.com	Frumpy to Funky	Portal PR	Vogue.com
Daily Mail	Implausable Blog	Posh Fashion News	Wearing Memories
Daily Star	In My Sunday Best	Pret-A-Reporter	WJ London
Daily Style Guide	Instep	Racing Fashion	Womenswear Daily
Daily Times	Into The Blonde	R-A-J-E	Your Coffee Break
Dare To Be Different	Isabella Maria	ReelKandi TV	Your LDN
Dee Vesali PR	Karachista.com	Reveal Magazine	Zimbio
Diary Directory	Kensington & Chelsea	Risk Magazine	
Eclipse Magazine	Today	Ro's Tinted	Ashley James
Elements Mag	Lady Loves Fashion	Scoop.it	Darrell Currie
Elle Magazine	LadyM Presents	Sex & The London City	DJ Max
Emal Magazine	Laura Marie	She Hearts	Dr David Bull
Epicurean Life Mag	LFW Daily	Silk & Suits	Hofit Golan
Exalt Magazine	Lissez Moi	Sleek Chic	Imogen Thomas
FabUK Magazine	London Live!	Strand of Silk	Katie Piper
Fash LDN	Love and Wardrobe	Style Isle	Nina Naustdal
Fashion Blogger	Lucy Choi London	Style Streetstalker	Pandemonia
Fashion Central	Lust Lace	Style with Grace	Prince Cassius
Fashion Du Jour LDN	Mannequin Avenue	The Clothes Maiden	Sinita
Fashion For Royals	New On The High Street	The Lady	Stefanie Reid
Fashion Insight	Noctis Magazine	The Nation	Wallis Day

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