The next edition of London Fashion Week Festival will see runway shows by directional brands such as Juicy Couture, Nicopanda and Zandra Rhodes, a schedule of industry talks and the introduction of immersive wellbeing experiences.

The event, organised by the British Fashion Council, invites the public to experience the London Fashion Week atmosphere with curated shopping galleries from over 120 international and British brands, catwalk shows, industry talks and style presentations.

This February, the Designer Runway will open with glamorous designs from Zandra Rhodes’s archive collection. New York-based brand Nicopanda will present its SS18 collection on the second day of the event, followed by lifestyle brand Juicy Couture on the third day.

German-born, London-based luxury designer Markus Lupfer has designed the annual limited edition tote bag. Included with silver, gold and luxe tickets, the bag will feature a new-season print that is yet to be revealed. Winner of the BFC’s NEWGEN award, Lupfer is known for his embellished bomber jackets, his delicate, embroidered skirts and splashy, super-slogan knits.

The schedule of talks will include industry experts such as fashion icon Daphne Guinness, menswear buyer Darren Skey, Fiorucci CEO Janie Schaffer, designers Markus Lupfer and Orla Kiely, lifestyle entrepreneur Deliciously Ella and digital influencers Jim Chapman; Lucy Williams and Niomi Smart. River Island will also host a series of curated talks.
And tapping into the wellbeing trend, the London Fashion Week Festival will offer yoga sessions on the runway run by new partner Another_Space. Other experiences include embellishment workshops by Embellished Talk.

Caroline Rush, chief executive of the BFC, commented: “We are excited to announce 2018’s new iteration of London Fashion Week Festival which aims to give consumers not only insight and experience of the fashion industry, but an unrivalled weekend of style, innovation, shopping and wellbeing. From iconic Zandra Rhodes on the catwalk, to curated spaces by industry insiders Steve Morriss and Lucy Williams and panel discussions from Daphne Guinness and Deliciously Ella, the weekend celebrates the creative breadth and depth of London.”

London Fashion Week Festival will take place on 22-25 February at the Store Studios, 180 Strand. More than 14,000 people are expected to visit the events across four days.

By Barbara Santamaria