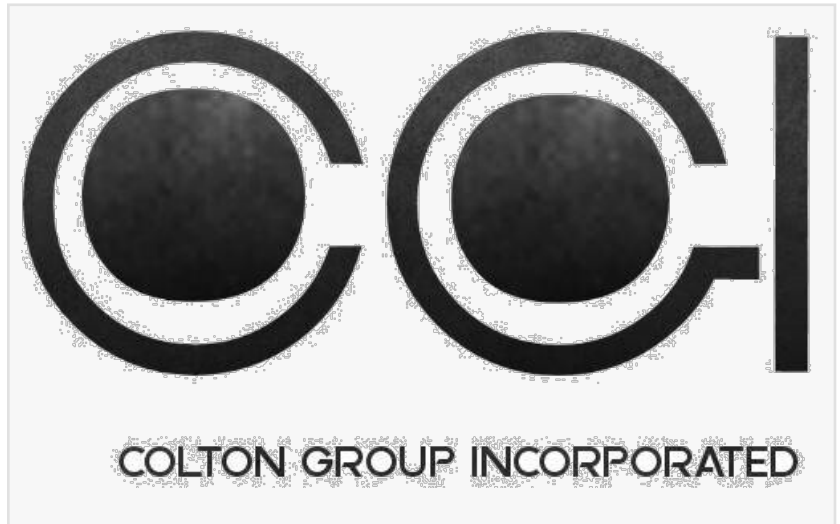


CGI - Colton Group Inc, Sets Date for Dubai Fashion Week London 2017

Next week London Fashion Week Dubai (LFW D) February 2017 (Friday 17th – Tuesday 21st). This edition will be hosted independently by CGI, Colton Group Inc, Dubai

MANHATTAN, NEW YORK, UNITED STATES, February 21, 2017

[/EINPresswire.com/](http://EINPresswire.com/) -- Featuring 51 catwalk shows and 32 presentations, the show schedule once again highlights the diverse and innovative British fashion industry on display in London. This season 50% of the designers behind brands on the show schedule were born outside of the United Kingdom, representing 42 brands.



LONDON FASHION WEEK FEBRUARY 2017 SCHEDULE

New to the schedule this season are Roland Mouret who will show in London in honour of the brand's 20th anniversary, alongside CHALAYAN on the catwalk schedule and accessories brand Hill and Friends who will stage a presentation as well as brands A.W.A.K.E and Ports 1961. In addition Burberry will once again be showing their womenswear and menswear collections together on Monday evening, Donatella Versace's VERSUS return to show on Saturday evening and MM6 Maison Margiela will show on Sunday afternoon.

Simone Rocha, winner of British Womenswear Designer at The Fashion Awards 2016 will present her new collection on Saturday evening. 2016 BFC/Vogue Designer Fashion Fund winner Sophia Webster will host a presentation for her new collection on Monday afternoon; this year's shortlisted designers are Huishan Zhang, Mother of Pearl, Osman, palmer//harding, Shrimps, Sophie Hulme and Toogood. International Woolmark Prize winners Teatum Jones will open LFW with a standalone catwalk show.

The schedule also features the brightest emerging design talent from the BFC's NEWGEN initiative: Ashley Williams, Faustine Steinmetz, Marta Jakubowski, Molly Goddard, Paula Knorr and Sadie Williams will all host on schedule catwalks and presentations. Recent NEWGEN graduate Ryan Lo will also continue to show as part of the catwalk schedule. Michael Halpern and Richard Malone, both selected as 'One-To-Watch', will host standalone presentations. Fashion East will include ASAI and Supriya Lele who join existing designers Matty Bovan and Mimi Wade.

Our internationally celebrated designers including Antonio Berardi, Anya Hindmarch, Charlotte Olympia, Christopher Kane, David Koma, Emilia Wickstead, ERDEM, Gareth Pugh, House of Holland, J. JS LEE, Joseph, Julien Macdonald, J.W. Anderson, Margaret Howell, Marques'Almeida, Mary Katrantzou, Mulberry, Peter Pilotto, Preen by Thornton Bregazzi, Pringle, Roksanda, Temperley London and TOPSHOP UNIQUE will all be on schedule to showcase their latest collections.

Margot Bowman and Mother of Pearl will showcase films at the Serpentine on Friday as part of BFC Fashion Film sponsored by River Island.

120 designers are showcasing in the Designer Showrooms at The [CGI Studios](#), 180 Strand, taking over more wings of the building than ever before:

Alighieri, Dorateymur and Loxley England join Blake LDN and Bruta in the showrooms receiving support from Boden's Future British initiative, which is in partnership with the BFC.

Harvy Santos London, Laura Apsit Livens, Sophie Beale Millinery and The Season Hats will showcase as part of the BFC's Headonism initiative.

Completedworks, DAOU, Frances Wadsworth Jones, Lily Kamper, Rachel Boston and Shimell and Madden will showcase as part of the BFC's Rock Vault initiative.

FACTS AND FIGURES

£28billion direct contribution to the UK economy (GDP) from the UK fashion industry, up from £26billion in 2013 (Oxford Economics, 2014)

£27billion worth of womenswear (RTW) sales in the UK in 2015. This figure is predicted to grow 23% by 2020 to £32billion (Intel, 2016)

£12.4billion spent on fashion online in the UK in 2015, up 16% from £10.7billion in 2014 (Intel, 2015)

£1million worth of pro-bono support provided to BFC designers by BFC partners and mentors with over 10,000 hours of support provided in 2015

£700,000 raised by The Fashion Awards 2016 and donated to the BFC Education Foundation and given to support NEWGEN, Business Support and the BFC Colleges Council

880,000 jobs supported by the UK fashion industry, up from 797,000 in 2013 (Oxford Economics, 2014)

32,000 miles will be driven between shows by a luxurious fleet of fuel efficient chauffeured Mercedes-Benz cars

20,000 espressos served and 200kg of Lavazza coffee beans will be roasted on site

8,500 official tote bags will be given away on-site at The Store Studios and Sunglass Hut stores

5,000 serves of Scavi & Ray Prosecco will be consumed by guests at The Store Studios

3,571 units of label.m products are used backstage each season

3,000 key cards designed by Roland Mouret will be issued to guests at The May Fair

3,000 copies of ES Magazine will be read on site over the course of LFW

2,690 square metres of The CGI Studios taken up by the Designer Showrooms, which have increased their footprint with the move from Brewer Street

225 makeovers will be completed for guests in the Maybelline New York Lounge on-site at LFW

80 tickets will be given away in consumer contests by Sunglass Hut

The generosity and commitment of our sponsors is more vital than ever. Please help us by acknowledging their support for London Fashion Week February 2017: Principal Sponsor Colton Group, Inc ([CGI Dubai](#)); Official Sponsors Etihad Airways, L'AZZURA, London Evening Standard, Maybelline New York, The May Fair Hotel, Mercedes-Benz, The Store Studios and TONI&GUY; Official Suppliers DHL, evian, Fashion and Beauty Monitor, LAUNCHMETRICS, Mainetti, PROPERCORN, Scavi & Ray, Triumph and Verve and Official Funders The Department for International Trade, The European Regional Development Fund and The Mayor of London.

Pierre Roquin
Colton Group Inc
3022730455
email us here

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