

# LONDON FASHION WEEKEND

25-28 FEBRUARY 2016

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Saatchi Gallery, King's Road, London

PREEN BY THORNTON BREGAZZI DESIGNS LONDON FASHION WEEKEND LIMITED EDITION  
TOTE



The British Fashion Council (BFC) is delighted to announce that Preen By Thornton Bregazzi has been commissioned to design this season's London Fashion Weekend limited edition tote bag.

Inspiration for the tote's design has been taken from Preen by Thornton Bregazzi's SS16 collection and its Black Flower Grid pattern to produce a new print that incorporates the colorful florals of an English country garden within a graphic white framework. The bag is inspired by visions of graphic romance and with both of them appreciating the benefits of a spacious handbag, the pair took up the task of designing this season's exclusive tote bag with relish.

This year marks 20 years in the business for Preen's London based design duo Justin Thornton and Thea Bregazzi and designing the London Fashion Weekend tote bag is a seemingly perfect way to mark the occasion while kicking off the celebrations.

Thornton said; "We love London, it's our home and it's our inspiration; we love the art, the music, the people. It is the most creative city in the world so designing the tote bag for London Fashion Weekend and the British Fashion Council has been a pleasure."

The tote is included in the Silver, Gold and LUXE ticket packages, and a limited number will be available to buy at the event.

London Fashion Weekend is the ultimate fashion experience, with curated shopping galleries

from over 150 international and British brands including A|X Armani Exchange, Antipodium, French Sole, Fyodor Golan, J.JS Lee, Linda Farrow, Jane Carr, Mawi, PB0110, Paper London, Pringle of Scotland and OSMAN; catwalk shows by London Fashion Week designers including Alice Temperley, Emilia Wickstead, Holly Fulton and Mary Katrantzou; and new for this season, talks from the industry's most revered and respected including fashion designers Charlotte Dellal of Charlotte Olympia, Emilia Wickstead, Katharine Hamnett, Nicholas Kirkwood and Pam Hogg; celebrity stylist William Baker; singer-songwriter and record producer, Roisin Murphy; and founder of Premier Models, Carole White.

The four-day event opens its doors on Thursday 25<sup>th</sup> February until Sunday 28<sup>th</sup> February at the Saatchi Gallery, Duke of York Square on the King's Road.

Tickets are now available online: For full details visit [londonfashionweekend.co.uk](http://londonfashionweekend.co.uk). Packages include Bronze (from £20), Silver (from £40), Gold (from £60), LUXE (from £145) and LUXE Premium (£200).

High res images can be found here: <http://we.tl/nTUUsyr2JO>.

**-END-**

For further press information, images or interviews please contact:

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**@LFWEnd #LFWEnd**

**Notes to Editors:**

**London Fashion Weekend** is organised by the British Fashion Council and marketed by SME London Ltd

**Caroline Rush CBE, Chief Executive of the BFC said:** "London Fashion Weekend is at the forefront of the British Fashion Council's strategy for extending the citywide celebration of London Fashion Week and engaging the consumer in related activity. We are continuously developing the programme to include more talks and brands."

**The British Fashion Council (BFC)** was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund supported by Vertu; BFC/Vogue Designer Fashion Fund; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. The British Fashion Council supports Boden's Future British initiative. Showcasing initiatives and events include London Fashion Week, London Collections Men, LONDON show ROOMS, the BFC Fashion Arts Foundation, International Fashion Showcase, London Fashion Weekend and the annual celebration of excellence in the fashion industry: the British Fashion Awards.