

EVENTS/CAUSES

British Fashion Council scales City Wide Celebration ahead of fashion week

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*The annual City Wide Celebration is going big for its 40th year. Image courtesy of BFC/Jake Osman*

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

The British Fashion Council (BFC) is taking its City Wide Celebration (CWC) during the upcoming London Fashion Week to new heights.

This year's London Fashion Week (LFW) will be held from Sept. 12 to 17, with the CWC expanding outside of England's capital city to Manchester and Newcastle for the first time, celebrating the event's 40th anniversary. More than 350 brands, including luxury names such as Covent Garden, Selfridges, Fenwick, 1664 Blanc, Diptyque and eBay, will participate in CWC, hosting upwards of 1,000 activities across the three municipalities.

"As we celebrate 40 years of London Fashion Week presented by 1664 Blanc, we are very excited to extend our LFW City Wide Celebration across the U.K. for the first time," said Caroline Rush, CEO of the [British Fashion Council](#), in a statement.

"BFC is committed to supporting retail and our brilliant network of designer businesses not only in London but across the U.K. and we are really looking forward to witnessing Manchester and Newcastle come to life with their own program of events throughout September," Ms. Rush said. "LFW has continually been a pioneer when it comes to opening up its doors and inviting consumers to participate, enabling brands and businesses to connect to customers through cultural moments and events is core to its impact.

"Our principal partner 1664 Blanc has enabled us to extend this even further by opening up LFW all year with their fantastic lineup of events."

Going big

The wide-ranging program aims to increase retail activity during LFW while forwarding the public's consciousness and conversations regarding the industry at large.

London shopping hub Covent Garden, British department store Selfridges' Manchester store and English retail chain Fenwick's Newcastle location will host their respective cities' CWC kick-off events and various activations throughout the week-long clothing showcase. Meanwhile, French brewery 1664 Blanc, the CWC's principal partner, will take over Covent Garden's Piazza, showcasing its "Explorations in Blue" exhibition.



Multiple luxury players are taking part in CWC. Image courtesy of BFC

"For 40 years London Fashion Week has been the engine room of our trailblazing, rule-breaking, world-leading fashion industry, said Justine Simons, deputy mayor for culture and the creative industries in London, in a statement.

"London is where generations of designer talent have burst onto the world stage and the capital is where you can discover the tastemakers of the future."

Several luxury mainstays will participate in the festivities.



More than 350 industry names will contribute to the event across three English cities. Image courtesy of BFC/Stephen Jones Milline

French fragrance brand Diptyque will celebrate the anniversary of the BFC's program as well as the launch of its Les Essences De Diptyque collection on Sept. 17 in its Sloane Street boutique in London. Guests will be able to take home personalized watercolor illustrations themed after the product drop, each crafted by a professional artist.

Online retail platform eBay will also be active for LFW, hosting a runway concept called "Pre-Loved Fashion Week" in partnership with the BFC ([see story](#)). In addition, the duo will also showcase pieces from the past 40 years of British fashion on stage with the "eBay Endless Runway" in London.

Hugo Boss, Mandarin Oriental and Karl Lagerfeld, among many others, will also activate throughout LFW and CWC.