

On|Off

On|Off adds the 'Midas Touch' to its eighth season

On|Off, by arrangement of The Royal Academy of Arts, 6 Burlington Gardens, returns with another fashion exclusive 17 – 20th September 2007

Returning with fresh talent and established designer collections this seasons On|Off will definitely have the 'Midas touch'. - Following the high demand for catwalk shows last season On|Off will be returning with 2 catwalk spaces, The Westroom and The Gallery, the newly designed exhibition area on the 1st floor with space for over 30 designers, an exclusive Art exhibition, Press lounge, VIP room and the always well attended VIP launch reception.

Designer Catwalk Shows

Showcasing their collections this season are Aimee McWilliams, Afshin Feiz, Allegra Hicks, Deryck Walker, Jacob Kimmie, Mac-Millan, Penkov, Peter Pilotto (On|Off Visionary Award Catwalk Winner), Petra, Reem, Sado, Sinha-Stanic, Smithspence, Spijkersenspijkers, SteveJ&JoniP and new this season On|Off presents... a catwalk presentation from the designers in the On|Off designer exhibition

Designer Exhibition

The On|Off designer exhibition is established amongst the fashion crowd as the trendiest exhibition at London Fashion Week. The designer exhibition showcases 35 designers' new collections including the On|Off Visionary Award winner – supported by fashionspace.com - Richard Sorger

Art Installations

- Vogue Italia in association with Peroni Nastro Azzurro presents: 50 years of Italian Style
- Installations by On|Off designers raising the profile of the Darfur Crisis

WHITE

Installation at On|Off of Milan's finest designers and significant tradeshow

The On|Off VIP experience

Providing the sophistication and attention to detail that On|Off during London Fashion Week, is famous for!

- A fully equipped press room will be available.
- New this year - a VIP room with the chance to chill out and enjoy complimentary treatments including treatments from two COMO Shambhala therapists
- A complimentary car service between On|Off and the Metropolitan designer exhibition - provided by the Radio Taxi Group

On|Off branded merchandise

On|Off will be showcasing an exclusive range of its branded merchandise including

- The legendary On|Off travel card wallets designed by Alex Noble
- Sustainable goodie bags that turn into T-Shirts for longevity and multi-use
- Hardwearing stylists bags
- Exclusive On|Off T-shirts for the crew and VIPs designed by Gardem

- Ends -

NOTES TO EDITORS

For more information on On|Off please visit <http://www.thedoll.org/onoff>

For further information regarding On|Off, our designers or if you would like an interview with founder of On|Off Lee Laphorne please contact Alison at press@thedoll.org or 07958 718050 or +44 (0) 20 7580 7740

Catwalk Schedule:

MONDAY 17TH SEPTEMBER 2007

11.15 REEM
11.45 AFSHIN FEIZ
12.30 PETER PILOTTO
15.45 DERYCK WALKER
18.00 – 20.00 On|Off VIP RECEPTION
20.00 – 23.00 VOGUE ITALIA RECEPTION

TUESDAY 18TH SEPTEMBER 2007

16.00 SINHA STANIC
16.30 JACOB KIMMIE
17.45 STEVEJ & YONIP
20.30 SADO

WEDNESDAY 19TH SEPTEMBER 2007

10.00 PENKOV
13.00 MAC-MILLAN
14.45 SPIJKERSenSPIJKERS
16.45 SMITHSPENCE

THURSDAY 20TH SEPTEMBER 2007

11.00 AIMEE MCWILLIAMS
14.00 HI TEA
15.15 On|Off PRESENTS....
18.00 PETRA
18.30 ALLEGRA HICKS

Designer Exhibition - 09.00 - 18.30 OR LAST SHOW

Aminaka Wilmont (menswear)	Liliza
Berube	Penkov
Claudine	Petra
Glovedup	Richard Sorger – exhibition visionary award winner supported by fashionspace.co.uk
Hannah Marshall	Rizvi Millinery
Hannah Martin	Sado
Hemyca	Satir
Jacob Kimmie	Soren Bach
JA.SU.MA	Steph Aman
Jerry Ribbon	Wildlifeworks
J W Anderson	White – Milan designers
Kalikas Armour	Yuchi
Kilian Kerner	

On|Off partners

On|Off is supported by L'Oreal, Creative London, the UKTI, Urbanjukies.com, and fashionspace.com.

L’Oreal Professional - Hair experts, L’Oreal Professionnel continue their support of all On|Off designers offering stylists to complete that unmistakable catwalk look. Catherine McMahon, L’Oréal Professionnel comments; "L’Oréal Professionnel is delighted to support On|Off again this season as the official Hair Sponsor. This ongoing partnership merges the very latest in fashion talent with the creativity of young hairdressers and is a continuation of L’Oréal Professionnel's commitment to nurturing young talent."

Urban Junkies- On|Off continues to work with Urban Junkies, as the official online media partner. www.urbanjunkies.com will be covering everything throughout the three day event, designer details and trend updates. allowing fashionistas to download video podcasts of the shows from <http://www.urbanjunkies.com/onoff/0609/feed.html> (simply click on the relevant format for your iPod). Furthermore visitors can view a live stream of each show within the Royal Academy foyer.

Metropolitan Hotel - The Metropolitan, synonymous with passion, creativity and style, has been a strong contributor to London Fashion Week for over five years. This season, the hotel will once again offer two dedicated floors to some of the most exciting up and coming and established designers to showcase their talents. The legendary Pink Drinks Party has established itself with the industries leading fashionistas and this year it set to be the most impressive yet. On |Off will be working in collaboration with the Metropolitan Hotel to offer a transfer service to and from the hotel to the venue provided by the Radio Taxi Group and an exclusive opportunity to experience the members only Met Bar. The collaboration also includes corporate packages with opportunities including accommodation and catwalk show passes. Jo James, Marketing & Public Relations Manager from the Metropolitan Hotel comments; "We are delighted to be working with On|Off again this season! The collaboration will offer the designers an enhanced experience, and seek to ease the schedules of the buyers and press agents over London Fashion Week"

fashionspace.com - [fashionspace.com](http://www.fashionspace.com) is an online trading community for anyone who works or plays in the fashion & arts industry. [fashionspace.com](http://www.fashionspace.com) offers designers and fashion focused creatives the opportunity to develop a personalised profile and trade through a ready made e-commerce site. The rich and eclectic content of this site is generated entirely by its members; a platform for talent that allows the next generation of designers and fashion stars to meet, sell and swap their products and services. At [fashionspace.com](http://www.fashionspace.com) you can mould your online space to showcase your vision; open a boutique, display your craft or scout for that 'Next Big Thing'... whatever your aim, the possibilities of [fashionspace.com](http://www.fashionspace.com) are endless. It is your fashion and your space.
www.fashionspace.com

Accolade: Isabella Blow

'On|Off is intellectual stimulation, structure, mind focusing, bold elegance, hot, young, innovation and beautiful things.'

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