

TOPSHOP AT LONDON FASHION WEEK

TOPSHOP

Topshop has sponsored the New Generation scheme since 2002. Now in its thirteenth season, the prestigious scheme has achieved global recognition for bolstering the careers of some of the most exciting design talents in London today. Topshop has traditionally supported those passing through the scheme by providing show venues and by collaborating to produce special collections, available during London Fashion Week.



Topshop Unique A/W 08 collection
Photographer : Christopher Moore

This season, winners include some of the best young designers and (for an unprecedented fourth time) two of it's brightest stars Christopher Kane and Marios Schwab win sponsorship. Alongside them are Todd Lynn, Louise Goldin, Meadham Kirchhoff, Krystof Strozyna and shoe designer Nicholas Kirkwood.

An average of 300,000 people visit the flagship store in Oxford Circus over Fashion Week. This season, the store delivers a slice of LFW to shoppers with screenings of sponsored shows (including live backstage footage) followed by Podcasts via TOPSHOP.COM, a fashion library supported by RD Franks and creative workshops hosted by VV rouleaux.

Topshop continues its sponsorship of the Fashion East, one of London's most important platforms for burgeoning and innovative talent. February 2008 also sees more support for celebrated British designers Preen and for Jonathan Saunders who made his debut this season on the New York Fashion Week schedule.

Following Topshop's Unique show on 10 February, the provision of a venue remained, with production for 6 designers including Christopher Kane, Marios Schwab, Todd Lynn, Louise Goldin, Ann-Sofie Back and Emma Cook who made a welcome return to the London schedule. Topshop hosts a New Gen cafe at the official LFW site.