

CATWALK SHOW

SEPTEMBER 2017



CATWALK TIMETABLE:

SUNDAY 3RD

10.30am (Show A), 12.30pm (Show B), 2.30pm (Show A), 4.30pm (Show B)

MONDAY 4TH

10.30am (Show A), 12.30pm (Show B), 2.15pm (Show A), 3.45pm (Show B)

Introducing some of our fashion show collections.

BURLESKA > M83 • HELL BUNNY > M105
SPIN DOCTOR > M105 • HEARTS & ROSES > M95
INNOCENT > M207 + M253 • COLLECTIF > M169
BRIGHT & BEAUTIFUL > M169
DR FAUST > M39 • NEW ROCK > M96
LINDY BOP > M198 • UNIQUE VINTAGE > M181

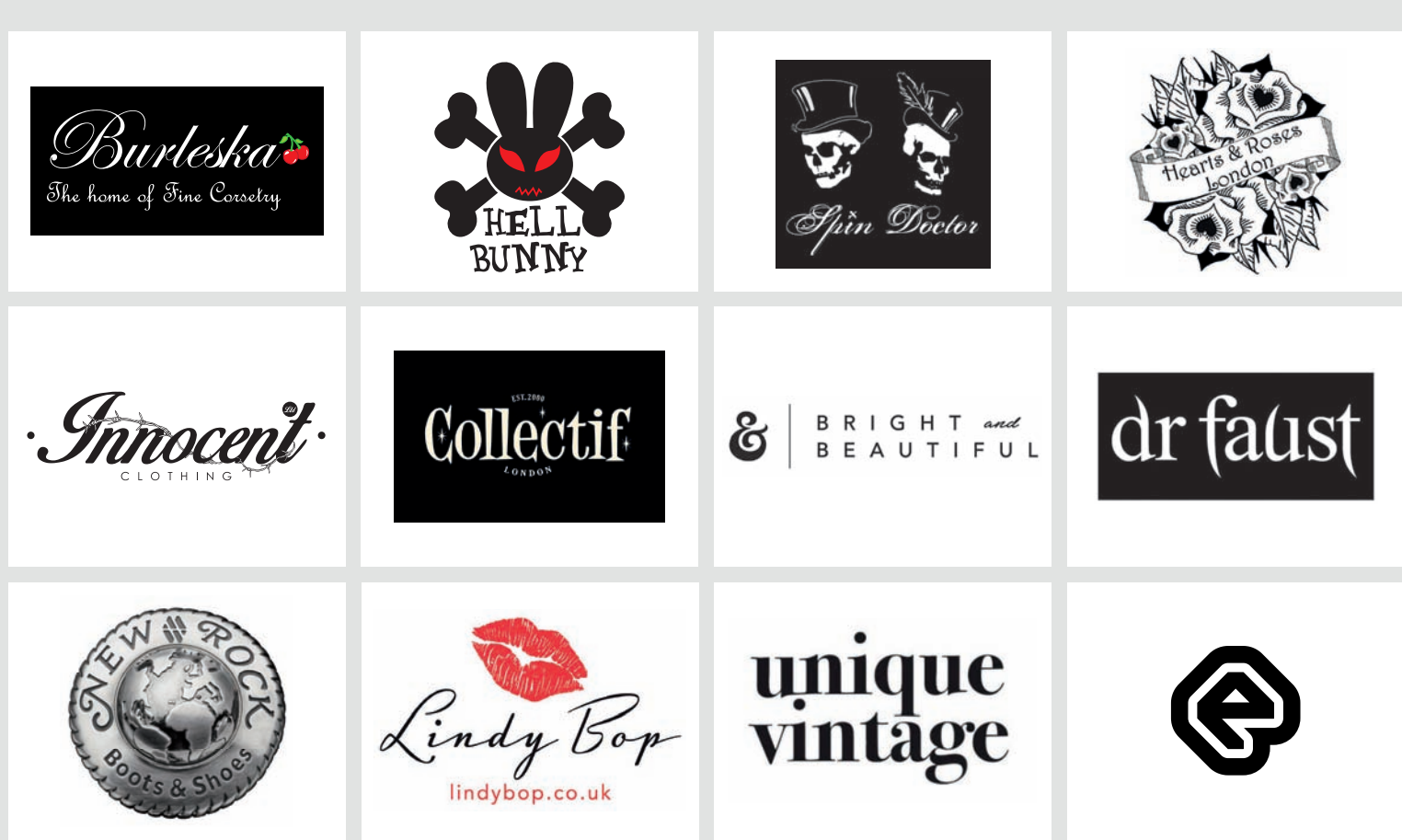
+ THE STYLISTS EDIT:

These will capture the essence of LondonEdge's new collections & brands by showcasing a range of merchandise from a selection of brands.

Our thanks to Production Element for their excellent work styling, choreographing and producing the LondonEdge catwalk again this season.

www.produccionelement.com

PRODUCTION ELEMENT



SEMINARS DAY 1

Sunday 3rd September 2017

ITINERARY, SPEAKERS & TOPICS:

SUNDAY 3RD

1.15PM - MATT LODDER

Topic: A SHORT HISTORY OF BRITISH TATTOOING

Dr Matt Lodder is Director of American Studies and lecturer in art history at the University of Essex. He is currently completing a book-length history of British tattooing & curated a major exhibition of tattoo history at the National Maritime Museum in Falmouth in 2017. He also was responsible for the Tattoo London exhibition at the Museum of London in 2016.

3.15PM - KATE BEAVIS

Topic: WHY EVERY BUSINESS NEEDS TO BE BLOGGING

Do you want more visitors to your website and better google ratings? Find out how blogging or adding content will do just that, but in a way that will attract genuine customers and gain true loyalty and trust to your brand. Kate Beavis will share how to establish what your customers actually want to read, how this can help with your SEO and why you need to be doing this right now.



MATT LODDER



KATE BEAVIS

SEMINARS DAY 2

Monday 4th September 2017

ITINERARY, SPEAKERS & TOPICS:

MONDAY 4TH

1.15PM - KATE BEAVIS

Topic: HOW TO GET YOUR BUSINESS NOTICED BY KATE BEAVIS.

Do you want to get your business, product and story into the national press, on blogs and on TV? Kate Beavis shares traditional and non traditional methods to make that happen including what it is that journalists want, how to find who to talk to, and how to get them to sit up and notice you. There will be a chance to pick her brains at the end of the session too in a Q&A.

Kate Beavis is a vintage lifestyle expert, published author and curator of artisan wedding fairs at Magpie Wedding, formerly The National Vintage Wedding Fair. She is passionate about inspiring women to follow their own styles, whatever their age, in all aspects of their lives from fashion, to weddings, to interiors. She also shares her 18 years retail knowledge with creative clients as part of Indie PR.

NINETIES V NOW

3.15PM - FIONA CARTLEDGE

Topic: HOW TIMES CHANGE - YOUTH CULTURE & FASHION 90'S V NOW.

Fiona Cartledge is a well-respected fashion & youth culture aficionado who owned the iconic London fashion & music store Sign of the Times in the 1990's. She has since successfully run jewellery businesses and, last year, had a best selling, limited edition book about the store, fashion & culture in the 90's which includes photographs taken by Turner Prize winner artist Jeremy Deller and world famous photographer Rankin.



KATE BEAVIS



FIONA CARTLEDGE