

APPAREL AND ACCESSORIES

Anya Hindmarch Chubby Collection comes to life during London Fashion Week

September 14, 2018



Anya Hindmarch's Chubby Cloud installation. Image credit: Anya Hindmarch

By STAFF REPORTS

British accessories label Anya Hindmarch is taking a different approach to London Fashion Week with an interactive installation that brings to life a motif from its collection.

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For the label's Chubby Collection, a giant beanbag made to look like a cloud has been installed at the Banqueting House in London. The idea of the cloud comes from the collection's cloud theme.

Chubby Cloud

From Sept. 14 to 16, the Banqueting House will host a series of events that take place on the cloud for its experiential installation.

Guests are able to climb and lounge out on the comfortable cloud, which Anya Hindmarch is calling the world's largest beanbag. Events will include talks, meditations, music and bedtime stories, taking place on the cloud itself.

While anyone is welcome, attendees must book spots and buy tickets in advanced. Most tickets are 15 pounds, or \$19.64 at current exchange, plus a 5-pound fee.

Choral lullabies, special guests such as acclaimed authors, technological Ted talks, art discussion, science workshops and more are included among the events.

The installation is in place of a runway show, taking an alternative to how most brands present collections during fashion week.



Chubby Cloud is featured in London. Image credit: Anya Hindmarch

Anya Hindmarch's marketing is often whimsical. The brand previously penned a playful love letter to London on some of the city's landmarks.

The brand's weeklong "Chubby Hearts over London" project saw helium balloons attached to destinations such as Trafalgar Square and Piccadilly Circus. Timed to coincide with both Valentine's Day and London Fashion Week, the campaign was positioned to attract attention as the fashion industry flocked to London ([see story](#)).

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