

APPAREL AND ACCESSORIES

BFC to support creatives with LFW storefront

February 18, 2025



The boutique is presented in partnership with French brewery 1664 Blanc. Image credit: BFC

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

The British Fashion Council (BFC) is launching a limited-time shopping space.

The pop-up, dubbed The London Fashion Week Shop, will open on Feb. 22 at 245 Regent Street. As a part of the annual City Wide Celebration, the boutique aims to promote and support retail activity in the British capital, providing financial backing to various local designers and brands.

"Each season, the impact of LFW can be seen across the capital through the City Wide Celebration," said Caroline Rush, CEO of the **BFC**, in a statement.

"We are committed to championing retail in the UK and are proud to see LFW continue to lead the way by opening its doors to consumers and fostering connections between brands, retailers and customers," Ms. Rush said. "We are thrilled to be curating The London Fashion Week Shop presented by 1664 Blanc to support our brilliant designers.

"Thanks to the generous support of The Crown Estate alongside our other Partners, Patrons and Members, the program hosts another remarkable lineup of events and I look forward to taking part this February."

Local spotlight

The London Fashion Week Shop will feature a selection of apparel and accessories curated by English creative consultants and marketing experts Ida Petersson and Lewis Bloyce.

Among the brands that are represented in the space are 16Arlington, Ahluwalia, Bianca Saunders, Completedworks, Conner Ives, Helen Kirkum, Johanna Parv and Saul Nash.



Fashion and lifestyle media brand Highsnobiety and online retailer Net-A-Porter will also activate during the City Wide Celebration. Image courtesy of BFC/Jake Osman

The storefront will remain open for three days, ending on Feb. 24, coinciding with the end of London Fashion Week 2025. During its short run, the pop-up will operate from 11 a.m. to 7 p.m.

This London Fashion Week will be the final major apparel event Ms. Rush will oversee at the helm of the BFC, as her successor, Laura Weir, will step in as CEO on April 28, 2025 ([see story](#)).

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