



FOR IMMEDIATE RELEASE

Where High-Fashion Craftmanship Meets Street Culture: Sprayground Debuts With A Bold Boundary-Breaking London Fashion Week Runway

London, UK – September 18, 2025 – Global fashion powerhouse **Sprayground** is set to make its highly anticipated debut at **London Fashion Week** with its first-ever runway show in the UK, scheduled for **Thursday, September 18th at 5:00 PM** at the iconic **Freemasons' Hall in London**. Invited by the **British Fashion Council (BFC)** to join as an official partner this year, Sprayground will unveil a boundary-pushing collection that fuses **luxury craftsmanship with streetwear attitude**, showcasing bold accessories, luggage, and ready-to-wear pieces that challenge the norms of traditional fashion weeks. This landmark moment marks Sprayground's official landing in London, following its successful entry into the UK market.

The trailblazing brand created by **DAVID BENDAVID**, celebrated for pushing the boundaries of fashion through its fearless fusion of high-end design and street culture, will unveil a **dual-gender collection** blending **luxury fashion, streetwear and accessories for travel**. This bold presentation represents a milestone moment as Sprayground officially lands in the UK, expanding its international presence following its launch into the market earlier this year.

In addition to debuting its latest collection of 47 unique looks, Sprayground will be offering a first look at **exclusive licensed collaborations**, including a preview of its upcoming partnerships with the **Porsche** and **Frank Lloyd Wright Foundation**. These innovative capsule collections will seamlessly blend Sprayground's bold aesthetic with the iconic design language of two legendary brands - paying homage to Wright's architectural genius and Porsche's heritage of performance and luxury. These collaborations exemplify Sprayground's commitment to elevating functional fashion through visionary artistry and world-class partnerships.

Now Available at the UK's Leading Retailers

Coinciding with its London Fashion Week debut, Sprayground is proud to announce that its sought-after designs are now available at the country's most prestigious stores: **Harrods, Harvey Nichols, Fenwick, The Business Fashion** and **Childsplay**. This strategic expansion solidifies Sprayground's position as a disruptive yet premium lifestyle brand for the global fashion consumer.

A Groundbreaking Moment for the Brand

David BenDavid, Founder, CEO and Chief Creative Director of Sprayground, expressed his excitement:

“This show is more than a debut; it’s a cultural statement. London is a city with incredible energy and a fashion scene that embraces individuality and fearless self-expression – values that are at the core of Sprayground. We can’t wait to share our vision with the world from one of the most iconic stages in fashion.”

Guests attending the show can expect an immersive experience that embodies the brand’s distinctive storytelling, larger-than-life creativity, and commitment to making fashion both functional and boundary-breaking.

Event Details:

Date: Thursday, September 18, 2025

Time: 5:00 PM

Venue: Freemasons’ Hall, London

About Sprayground

Sprayground is the leading travel fashion brand that has revolutionized the industry with its cutting-edge designs and bold artwork, transforming a once complacent market into a hub of creativity and self-expression. Founded in 2010 by designer **DAVID BENDAVID (DBD)** in New York City, Sprayground redefined travel accessories, evolving them from simple functional necessities into coveted luxury statement pieces.

Known for its iconic **‘Shark Mouth’** art and limited-edition drops, Sprayground has built a global community of collectors who crave its distinctive backpacks, crossbodies, luggage, and accessories. The brand’s legacy portfolio showcases innovation, individuality, and a mission to inspire, collaborating with world-renowned partners.

Today, Sprayground’s distribution spans **over 90 countries**, with **105 mono-branded retail stores in China** and a presence in select international pop-ups and retailers worldwide. Sprayground has set a new standard for luxury and self-expression in travel fashion, appealing to those who dare to be different and stand out from the crowd.

Media Contact

For press inquiries, images, and interview requests, please contact:

Natalia Cassel

Email: natalia@casselconsultancy.com

Phone: **07949020230**

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