

ON|OFF CELEBRATES 20 YEARS WITH JACK IRVING

In a bid to push artistic boundaries, **On|Off** celebrates its twentieth year, supporting designers such as J.W. Anderson, Roksanda, Gareth Pugh, Robert Wun and Pam Hogg, by showcasing the work of young designer and fashion visionary, [Jack Irving](#). **On|Off's** return to the London Fashion Week schedule will highlight Irving's art both digitally, via the metaverse and physically at the Grosvenor House Hotel Ballroom. The concept will also highlight **Irving's** latest foray into the NFT-world, proving creativity and imagination can coexist and mixed reality is paving the way to big business.

Irving's NFT dress collection previewed in January via the debut music video launch of virtual artist and influencer [Maie](#). The video depicts Maie in her virtual space, wearing a **Jack Irving** original, taking direct inspiration from Irving's bespoke holographic design made for a recent Paris Hilton appearance. The video was released through [Avastar](#), a Melbourne-based record label with a growing roster of non-human artists, and it has been created in collaboration with [BNV](#) and sold as an NFT. The dress is just a small insight to Irving's London fashion Week 15 piece collection, created in celebration of London's creative cultural scene and pivotal emerging platform for young designers at **On|Off**.

With an ever-growing army of fans spanning Lady Gaga, Paris Hilton and Cheryl, to name a few, it is no wonder **Irving** captured the imagination of the premium HiFi Speaker brand [Rubyoung](#), a company that has commissioned **Irving** to create a one of a kind design to highlight a collaboration in celebration of **On|Off's** twentieth year. The resulting design will feature on **Selfridges** shop floor this coming Autumn. A series of NFTs will mark the Jack Irving x On|Off x Rubyoung interactive art, sound and tech and will be released during and after the show. This show also marks the 20th year L'Oreal have been supporting the **On|Off** productions.

In essence, this show represents **Jack Irving's** come back- an entire no holes barred fusion of the past, present and the future. Irving's designs, combined with **On|Off** founder, **Lee Laphorne's** mixed reality expertise will set the bar high, as we emerge from the depths of a global crisis, and seamlessly pave an exciting new pathway in the business of fashion, which is ignited by a refreshed perspective.

All Power To Imagination..

"Now more than ever, we need imagination and creative solutions. It's what drives us forward, what pushes the boundaries of our thinking. Jack represents everything London Fashion Week stands for, and at On/Off we are proud to be supporting talent like never before, providing a platform for it to thrive and create a nurturing environment for development. Our strength is in the physical showspace, and we are enthusiastic to be back, championing diversity, sustainability and emerging talent to the world stage", Lee Laphorne, Founder & Creative Director, On|Off.

Digital Presentation: 20th February at 12pm LFW schedule

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ON | OFF PRESENTS...

JACK IRVING

Established in 2002, OnOff offers business support and mentoring via networking introductions to key industry experts, support in business set up, links to production and manufacturing, marketing advice and access to business professionals and mentors.

ON | OFF DIRECTOR & PRODUCER

Lee Laphorne
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DESIGNER

Jack Irving
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JACK IRVING STUDIO MANAGER & PRODUCER

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MUSIC

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HAIR

hair by Richard Phillipart at The Boutique Atelier for L'Oréal Professionnel
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MAKEUP

Amanda Bell and team sponsored by Pixi Beauty
[@pixibeauty](#)

CASTING

Zoe Russell at On | Off

PRODUCTION

Emma at DSA

GRAPHICS

Harry Ashbee

VIDEOGRAPHY

Justin Hackney



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