

## 'Innovations in Tradition'

### Regent Street & St James's for London Fashion Week June 2020

*A first of its kind digital celebration of fashion from Regent Street & St James's*



London Fashion Week: 12th June – 14th June 2020

A Panel Discussion hosted by Regent Street & St James's: 'Innovation in Tradition: The Changing Rituals of Retail' with *Vogue Business, Liberty, SIRPLUS, London College of Fashion & Stylus*: 14<sup>th</sup> June at 3:30pm

[www.londonfashionweek.com](http://www.londonfashionweek.com)

This weekend, **Regent Street & St James's**, two of London's best-loved fashion destinations, are joining forces to take part in June 2020's **London Fashion Week**. For the first time ever, LFW will merge its menswear and womenswear showcases into one digital and gender neutral platform, open and accessible to both industry insiders and fashion conscious consumers.

As part of this year's schedule, everyone is invited to tune in to Regent Street & St James's expert panel discussion that explores how designers and retailers are looking to traditions of the past for ways in which to futureproof fashion and retail. As the only London destinations to be showing on schedule, the discussion will be energetic and insightful, exploring how technology, customer experience and service, as well as the coming together of community, are integral as we enter a new era of retail.

Moderated by Kati Chitrakorn of **Vogue Business**, panellists include: **Liberty London** CMO Madeleine Macey, Henry Hales, entrepreneur and founder of **SIRPLUS**; Matthew Drinkwater, Head of Innovation at **London College of Fashion** and Katie Baron, Director of Brand Engagement at trends and insights company **Stylus**.

Viewers intrigued by the future of retail and how the fashion industry might continue to evolve new and old traditions are invited to tune in at **3:30pm this Sunday 14<sup>th</sup> June**.

Additional to on-schedule content, Regent Street & St James's Fashion Week profile on LFW's newly-launched digital platform will host a selection of forward-thinking style content from some of the brands that call the destinations home. Steeped in fashion history, with styles to suit every wardrobe, stores of the area pride themselves on going above and beyond, reinventing years of honed expertise and inviting visitors into a world of first-class experience. Virtually, visitors to the hub will discover how **BOTTLETOP**, the world's first 3D printed store on Regent Street, turn discarded ring pulls into sustainable and stylish accessories, find out more about a special **ASICS** anniversary campaign, discover how **Benson & Clegg** continue to innovate their offering and preview new collections from the likes of **Tommy Hilfiger, Arc'teryx, Harvie & Hudson**, and more through visuals and video.

The Regent Street & St James's x London Fashion Week hub will be live at

[WWW.LONDONFASHIONWEEK.CO.UK](http://WWW.LONDONFASHIONWEEK.CO.UK) from 11th June.

Regent Street & St James's LFW content will also be available from at [WWW.REGENTSTREETONLINE.CO.UK](http://WWW.REGENTSTREETONLINE.CO.UK) and [WWW.STJAMESLONDON.CO.UK](http://WWW.STJAMESLONDON.CO.UK)

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For media requests including further information on panellists, hub content and imagery please email The Communications Store: [eliza.melville@tcs-uk.net](mailto:eliza.melville@tcs-uk.net) & [daisy.agnew@tcs-uk.net](mailto:daisy.agnew@tcs-uk.net)

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### Regent Street & St James's x London Fashion Week Programme

*'Innovation in Tradition: The Changing Rituals of Retail Panel Discussion – Sunday 14<sup>th</sup> June @ 3:30pm*

Moderator:

Kati Chitrakorn –Retail & Marketing Editor, Vogue Business

Panellists:

Madeleine Macey - CMO & Acting Creative Director, Liberty, Regent Street  
Henry Hales – Founder & CEO, SIRPLUS, St James's

Matthew Drinkwater – Head of Innovation, London College of Fashion  
Katie Baron – Director of Brand Engagement, Stylus

### *Regent Street & St James's London Fashion Week Hub*

For further details on hub content and the full programme please visit [WWW.LONDONFASHIONWEEK.CO.UK](http://WWW.LONDONFASHIONWEEK.CO.UK)

## NOTES TO EDITORS

### ABOUT REGENT STREET

Experience Regent Street, London's distinctive home of fashion, dining, wellness and lifestyle.

Regent Street's Grade II listed facades represent some of the most distinguished architecture in London. When built, Regent Street was the original shopping street for the capital and has grown into a world-renowned destination that curates year-round memorable experiences that go beyond world-class shopping. Its programme of events is globally recognised and includes the switch-on of its iconic Christmas lights in November.

2019 marked a monumental year for Regent Street as it celebrated 200 years since it was named in 1819. The street has continually evolved during these 200 years, taking inspiration from the past whilst always innovating and looking to the future. 2019 also saw the launch of the Regent Street & St James's Food Waste Pledge. Having launched in May the pledge is a yearlong campaign that has 12 restaurants committed to reducing food waste by 25% by May 2020.

Regent Street-today is home to world-class flagship stores including Microsoft, Burberry, Belstaff and Polo Ralph Lauren, while tucked away in Regent Street's neighbouring side streets are some of the capitals most impressive restaurants and bars, including award-winning restaurants such as Veeraswamy and Sabor and underground cocktail bar Kwant. Wellness experiences can be found across the street, in the likes of L'Occitane and Glow Bar as well as Psyche and Rapha.

Surrounded by diverse and dynamic smaller streets including Conduit Street, Mortimer Street, Princes Street, Great Marlborough Street and Brewer Street, Regent Street and the surrounding area offers a hand-picked blend of pioneering global names and independent brands that is unmatched.

To plan your visit and find out about upcoming events, head to [www.regentstreetonline.com](http://www.regentstreetonline.com) or follow @regentstreetw1 on social media.

### ABOUT ST JAMES'S

For over 300 years, St James's has had a long-established reputation as the home of craftsmanship, fine food, culinary expertise and innovation. It is one of London's most original and compelling districts, defined by its unique mix of contemporary and heritage brands from Sunspel, Cubitts and Tiger of Sweden to Turnbull & Asser and Lock & Co.

It is also home to the city's most influential collection of art galleries including the Royal Academy of Arts, the ICA and Christie's. With an unparalleled restaurant scene, St James's has become the home of a spectacular range of international cuisine from the eclectic modern offerings of Cafe Murano, Milos, and Michelin-starred Ikoyi to the iconic British offerings from the local establishments such as Franco's, Rowley's, Fortnum & Mason and Wilton's.

St James's Market is one of the latest redevelopment to be delivered in St James's, a landmark development that occupies the area between Regent Street St James's and Haymarket, boasting luxury office space alongside lifestyle retail and seven new restaurants centred around a reinvigorated public square. Flagship shopping includes ASSOS, Paul & Shark, Aspinall of London, SMEG and the Jigsaw St James's Emporium, and bespoke restaurant concepts are seen from, Aquavit, Ole & Steen, Ikoyi, Urban Tea Rooms, Duck & Waffle Local and Scully St James's.

To plan your visit and find out more about upcoming events, please visit [www.stjameslondon.co.uk](http://www.stjameslondon.co.uk) or follow @stjameslondon on social media