



London Show Rooms returns to White Milano



Europe continues to ramp up its physical fashion shows and events as the worst of the pandemic recedes and the British Fashion Council (BFC) has announced that London Show Rooms is returning to White Milano">White Milano this month.



Labrum London

Taking place from 24-27 February, its return follows a "successful launch" of London Show Rooms there last September.

The UK designer initiative will be located at Superstudio Più, via Tortona 27, within the renewed White set-up, a location that includes "showrooms, entertainment spaces, talks and content showcases".

It will be an important opportunity for the labels taking part that have had limited chances to get exposure to European press and buyers in the past two years as the pandemic rages across the continent.

The partnership is heavily focused on emerging designers and taking part this time will be Carlotta Barrera, Chet Lo, Eftychia, Feben, JordanLuca, Labrum London, Robyn Lynch, Roker, SS Daley and Yuhan Wang.

The BFC's London Show Rooms has been providing an opportunity for British designers



to promote themselves outside of London in a pop-up format since 2008. The Show Rooms event is part of the BFC's support and mentoring scheme.

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