

London Show Rooms partners with Tranoï Week

By [Barbara Santamaria](#) - September 8, 2017

16 British fashion designers will be showcased as part of London Show Rooms Paris at the first edition of Tranoï Week during Paris Fashion Week, the brands announced on Thursday.



Galerie VNH/Eliott Barnes

The collaboration marks the debut of Tranoï's new format, described as a hybrid between a showroom, art gallery and a trade show and titled Tranoï Week. The exhibition will put the spotlight on almost 30 international and French fashion designers, including designers from the K-Fashion Project, Ethipop and London Show Rooms.

London's fashion community will be present at the event with a line-up including Alighieri, Dilara Findikoglu, Eudon Choi, Luna del Pinal, Marta Jakubowski, Mimi

Wade, Nabil Nayal, Richard Malone, Richard Quinn, Roberta Einer, Ryan Lo, Sadie Williams, Samuel Guì Yang, The-Sirius, Asai and Supriya Lele.

London show Rooms, a BFC initiative, aims to promote emerging British designers outside of London. Now in its 9th year, the initiative continues to grow season on season and collaborate with similar initiatives.

Caroline Rush CBE, CEO British Fashion Council, said: “We are excited to announce the new positioning of the British Fashion Council’s London show Rooms as a part of Tranoï Week, reinforcing our showroom’s place at the heart of Paris Fashion Week. This new partnership will see us working together to reach new audiences to the benefit of some of London’s most exciting emerging designer businesses.”

“Tranoï Week’s very first edition kicking off with a new partnership with London show Rooms? What more could we expect! We are proud to support London’s best talent and are determined to serve their creativity with the exposure it deserves,” added David Hadida, CEO of Tranoï.

The exhibition will take place during Paris Fashion Week, from 27 September to 3 October, at the VNH Gallery, 108 rue Vieille du Temple in Le Marais, 75003 Paris.

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