

# London Has Its Very Own Free Glossy Fashion Magazine For Both Men And Women In Time For London Fashion Week (LFW)!

Wednesday 11 September, 2013

Fashion London magazine is relaunching on Friday 13th September with 100,000 free glossy copies.

The editorial in the publication is purely about fashion for both him and her, with of course a focus on London.

Fashion London can be picked up by tube stations in the capital, outside Somerset house where LFW takes place, racks in corporate offices in the City and racks in London airports.

In addition to the normal distribution, copies for the September issue will also be distributed at the 3rd Future Fabrics Expo at Fashion SVP held on 22-24 September 2013 at the Olympia 2 Exhibition Centre, London. Copies will also be available at Fashion London and London Ethnic's LFW party (please see details of below)

Fashion London and London Ethnic's LFW Party!

Fashion London in conjunction with London Ethnic will be holding a LFW fashion and after-party on Tuesday 17th September at Rise The Superclub, 1 Leicester Square.

Fashion London is passionate about fashion brands working with charity and therefore proud to announce that this party is in aid of Help a Capital Child.

Guests will include buyers, models, press, photographers and bloggers from the fashion industry. The fashion party will include catwalk shows from some of the London Ethnic Fashion House's home-grown London fashion designers.

Tickets for the event can be purchased at <https://lfwondonethnicparty.eventbrite.co.uk/>

-Ends-

Further Information

A Unique Magazine:

Fashion London [www.fashionlondon.co](http://www.fashionlondon.co) is a free glossy A4 magazine for both men and women. The editorial is exclusively about fashion with a focus on up and coming designers and general fashion in the capital.

The content of Fashion London is a mixture of regular easy read features such as fashion spotting in the capital, a look at the capital's new stores, reports on new events, interviews with up and coming designers, urban fashion, as well as some more serious features such as fashion in the economy, in depth interviews with the fashion industry, fashion and charity, and exclusive editorials. Fashion London contains serious detailed articles for the fashion educated professionals, but balanced with an ample and much needed share of easy to read light hearted articles and regular features for the average reader.

Fashion London was recently selected as a #WOW winner by Jacqueline Gold, Chief Executive of Ann Summers and Knickerbox! #WOW celebrates women in business and women entrepreneurs.

Distribution:

Copies handed out outside tube stations across London  
Copies placed in high quality display stands at strategic locations within corporate offices  
Copies placed in racks in London airports  
Each edition is available online  
Fashion London's readership is professional men and women in the capital, and fashionistas aged 18 upwards. Take a look in detail at the type of readers our display stands reach:

Display stands:

The display stands we use are located over 300 marketing platforms strategically placed within the top blue chip companies throughout the City, Docklands and West End. Footfalls of over 200,000 AB1 employees per day walk past these marketing platforms. Approximately 62% of staff are male, approximately 38% female and the average salary is between approximately £100-£120k per year. Approximately 80% of City workers use the train network to travel to work each day. This leaves the

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remaining 20% to use buses, taxis, walk, cycle or even their car. Of these, approximately 6% drive, most of whom are the top Directors, Traders, Brokers, CEO's and Bankers within their companies.

For further information on London Ethnic please visit: <http://www.londonethnic.com/>

For further information on Help a Capital Child please visit: <http://www.capitalfm.com/charity/>

For further information on the 3rd Future Fabrics Expo please visit:  
<http://www.thesustainableangle.org/futurefabricsexpo/Home..aspx>

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