

Matchesfashion.com Announces London Fashion Week Plans And Collaboration With David Longshaw

Tuesday 3 September, 2013

Today, MATCHESFASHION.COM announced that they have partnered with British fashion designer David Longshaw on a series of initiatives to celebrate London Fashion week and the re-launch of The Style Report, the bi-annual print publication from MATCHESFASHION.COM

Inspired by his illustrated fashion characters led by Maude the mouse, editor-in-chief of online magazine the Maudezine, MATCHESFASHION.COM has worked with David to create three unique fashion week window displays for its central London stores. Featuring 'Maude and co' dressed in key pieces from the AW 2013 collections, they offer a glimpse into the life of the team as they guest edit The Style Report - from front row at London Fashion Week, to behind the scenes photo shoots, to sitting at the editor's desk at MATCHESFASHION.COM HQ.

Maude will be attending London Fashion Week as guest editor of The Style Report. She will be blogging and tweeting her way around fashion week - posing for street styleshots, sitting on the front row of the hottest shows and attending the biggest fashion week parties. In addition MATCHESFASHION.COM has partnered with Yauatcha, the contemporary dim sum house in Soho to offer bespoke macaroons exclusively produced by Hakkasan Group's Executive Pastry Chef Graham Hornigold. With designs based on key autumn winter 2013 trends, guests can enjoy the macarons whilst David Longshaw takes up residency in London's creative district on 2nd and 3rd September, painting his London Fashion Week sketches onto Yauatcha's windows.

David Longshaw has designed an exclusive printed silk scarf featuring illustrations of Maude and her team. Retailing at £200 this will be available to buy from MATCHESFASHION.COM from the start of London Fashion Week.

About MATCHESFASHION.COM

MATCHESFASHION.COM was founded by Tom and Ruth Chapman over 25 years ago, as a luxury fashion store that puts the customer at its heart. It is the original omni-channel luxury fashion retailer with 14 London stores, an international online presence and an on-going range of exciting initiatives, from own-brand magazines to pop-up stores. An iconic retail experience trusted by the world's most fashion-literate clientele, MATCHESFASHION.COM offers the best of the best in new and established international labels.

For more information on any of these activities please contact:

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About David Longshaw

A 2005 graduate from Central St. Martin's, David then graduated from the Royal College of Art with an MA in 2007 before securing a position designing at Alberta Ferretti. He launched his own label during February LFW 2010 (when he was selected for the 'Ones To Watch' catwalk show, Vauxhall Fashion Scout and to exhibit with the BFC) and has been shortlisted for a wealth of awards, being named as one of the 'Designers to Watch 2011' by *vogue.com* and one of 'The Rising Stars of 2011' by *ELLE*. His collections (garments, bags, scarves and illustrations) are sold worldwide including in: Britain, USA, Dubai and Hong Kong, Australia, amongst others. With not only a natural talent for fashion, but also for illustration (winner of the Colin Barnes Drawing Prize 2005) he has contributed to a number of publications and uses his illustrations and story writing as a starting point for his collections. His characters include Maude the fabric fashion mouse.

-Ends-

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