

# The World's First Experience Week: London Just Invented 'Fashion Week for Experiences'

Thursday 6 February, 2025

London is about to become the catwalk for the Experience Economy.

London, UK, February 6, 2025 – Fashion was once just clothing. Tech was once just gadgets. **Experience is the next frontier.**

Introducing **London Experience Week (LXW)**, the world's first-ever city-wide celebration of the booming Experience Economy, running from **April 28 to May 2, 2025**.

Supported by London & Partners, and produced by the World Experience Organization (WEO), **London Experience Week (LXW)** isn't just an event - **it's a turning point in human history, from selling stuff to giving goosebumps.**

## Bigger Than Fashion — Why This Matters

Fashion adds £62 billion to the UK economy. Experiences? More than twice that: £134 billion\*. And yet, while fashion gets front pages and runways, experiences have been treated as afterthoughts. **Until now.**

**The sleeping giant is waking up.** The Experience Economy just got its first catwalk—and its first capital: **London.**

This is where experiences stop being cool and start being critical. Where leaders come to spot trends, strike deals, and shape the future of brands, marketing, engagement—and how we live, work, and play.

*"People don't want things, they want experiences. The brands that win are those that make people feel something. London Experience Week is where those brands will be made."* - **James Wallman, Founder, World Experience Organization (WEO).**

*"London & Partners is excited to support the first ever London Experience Week, showcasing the capital as the true home of immersive experiences. The growth of new venues dedicated to immersive experiences is a testament to the growing demand for unique and surprising experiences in the city powered by new venues such as the Outernet, Immerse LDN at the Excel Centre, and Neon, opening soon at Battersea Power Station. London is a welcoming test bed for experience creators, operators, and brands thanks to the international talent working here, a wide array of incredible venues, cutting edge technology start-ups, and lower start-up and operating costs than many other major global cities."* - **Simon McCaugherty, Director of Destination at London & Partners.**

## Not For Everyone — What to Expect

**LXW isn't for brands stuck in 2015. It's for the ones building 2035.**

While other industries make products and noise, delivering little for the economy and society, the Experience Economy creates goosebumps and better lives. **If your brand isn't here, it's already behind.**

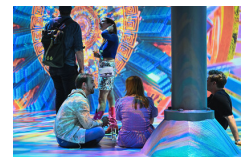
Just as fashion weeks define trends, tech events launch products, and film festivals launch icons, LXW will spotlight the innovators building the future of immersive experiences, including:

**Paddington, Battersea Power Station, AREA15, Moment Factory, Monopoly Lifesized, Elvis Evolution, and Phantom Peak**—with many more to be announced.

**Think Burning Man meets Davos. No suits required.** With key players in attendance like **Winston Fisher** (Fisher Brothers), **Laika O'Brien** (former Creative Director, Meow Wolf), and **Heather Gallagher** (former Head of Tech, Burning Man).

## A Transformational Event for the Experience Industry

### Media:



From immersive entertainment and experiential marketing to live events, retail, and hospitality, LXW is the place where the Experience Economy comes alive:

- **Behind-the-scenes access** to the boldest experiences on the planet.
- A **'United Nations' of experience creators** from around the world, sharing bold ideas and visions for the future.
- The **World Experience Summit**, featuring industry-defining conversations, an unconference, and the no-phones, off-record **'Dark Room'**.



## Related Sectors:

Business & Finance :: Consumer Technology :: Entertainment & Arts :: Government :: Leisure & Hobbies :: Media & Marketing :: Retail & Fashion :: Travel & Tourism ::

## Related Keywords:

London Experience Week :: Experience Economy :: Immersive :: Experiential :: Live Events :: Storytelling :: Multisensory :: Trends 2025 :: Future Of Experiences :: S ::

## Scan Me:



## A Call to Arms for the Brave & the Brilliant

**While others sell products, we sell revolutions.**

Brands, creators, and visionaries: this is your chance to be part of the most exciting shift in consumer culture. Whether you want to host an activation, sponsor an experience, or simply be in the room where the future is being written - **don't miss your moment.**

**-ENDS-**

## Get Involved

For media inquiries, partnership discussions, and sponsorship opportunities, please contact:

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\* Source: Barclays, July 2024

## About World Experience Organisation

The **World Experience Organization (WYO)** is the global authority on the \$12 trillion Experience Economy, bringing together the brightest minds from entertainment, hospitality, tourism, and beyond to design the future of experiences.

With over 1,000 members across 40+ countries, WYO offers membership, exclusive summits, thought leadership, and a dynamic community of creators. WYO connects the pioneers redefining how we play, learn, and connect. Whether it's redefining theme parks, immersive theatre, AI-driven retail, or revolutionizing live events, WYO is where experiences get extraordinary.

WYO is hosting **London Experience Week (LXW)** the world's first dedicated city-wide celebration of the multi-trillion-dollar Experience Economy—**9x bigger than pharma, 7x bigger than fashion, and worth £134 billion to the UK economy.** Taking place in London from April 28 to May 2, 2025, LXW is supported by London & Partners and produced by the World Experience Organization (WYO).

**Join the movement. Don't just witness history—make it.**

### About London & Partners

**London & Partners** is the growth agency for London. Our mission is to create economic growth that is resilient, sustainable, and inclusive. We do that by developing and promoting London as a destination, attracting visitors, events, international businesses and capital investment to the city; and helping to retain and grow London companies. We are a not-for-profit company and operate as a social enterprise, half funded by the Greater London Authority (GLA) and half from other sources including our portfolio of commercial ventures.

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## Additional Assets:

London Experience Week Trailer

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