

SISTER

International designers Tom Ford and Thomas Tait choose St James's for their London Fashion Week shows

Two major fashion shows took place in St James's this week as part of London Fashion Week. Shows by Tom Ford and Thomas Tait took place in two exceptional settings, a magnificent town house and a transformed industrial car park.

Iconic designer Tom Ford hosted his debut London Fashion Week catwalk show to the backdrop of St James's stunning Lancaster House, named by The Independent as London Fashion Week's venue of the week. This was Ford's first catwalk show since 2004 and had a multi-ethnic embroidery theme, exploring the use of lively patterns, sequins and bright colours.

The autumn/winter show of Thomas Tait, Central Saint Martins graduate, took place at Carlton House Terrace Garages on Saturday 16 February. This unique location was transformed by St James's ready for the show, that featured slick masculine tailored coats and daring blocks of colour.

St James's is a popular shopping and lifestyle destination, world renowned for high quality menswear and accessories, and for its stylish bars, cafés and restaurants, such as new Italian restaurant, Cicchetti – the first London location for the San Carlo group. Shops in the area specialise in producing bespoke collections. World famous heritage retailers in St James's include: Turnbull & Asser, shirt makers by Royal Appointment; London's leading cheesemongers, Paxton & Whitfield; Floris, perfumers since 1730; and the "Queen's Grocer" Fortnum & Mason, all holders of Royal Warrants.

For more information on St James's visit:

stjameslondon.co.uk

twitter.com/_stjameslondon

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NOTES TO EDITORS

The Crown Estate is investing £500 million into St James's over the next 10 years with a focus on developing the area in line with its core values: personal, distinctive, stimulating and eclectic. The Crown Estate's holdings now comprise of nearly half of all the buildings in the area, totalling 4 million sq ft.

A major component of the investment plan is The Crown Estate's Eagle Place development, located between Piccadilly Circus and Jermyn Street. This 100,000 sq ft development will provide prime West End space for retail, office and residential use with external displays of public art by Royal Academicians Richard Deacon and Stephen Cox. Another large focus of the investment strategy is St James's Market, which is to be redeveloped to preserve historic facades together with public realm enhancement to create 245,000 sq ft of office, retail, restaurant and leisure accommodation.

The Crown Estate is committed to enhancing the area through a proactive tenant mix strategy, continued refurbishment of some of London's most historic landmark buildings and improved streetscape to encourage pedestrian dwell time. The St James's development will

secure the area as one of London's most sought after retail destinations.

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