



REGENT STREET
WHERE TIME IS ALWAYS WELL SPENT

Fashion takes over Regent Street at “The Street Is My Catwalk” event in Association with the V&A

On Sunday 21 July, Regent Street, London W1 was transformed in to a 100m catwalk in association with the V&A for the third consecutive traffic-free Sunday this month as part of the “Summer Streets” programme, in partnership with the Mayor of London.

Members of the public showed off their own style and experienced being part of a professional catwalk in each of the runway shows that ran throughout the day. Each show was watched by a panel of judges from the fashion industry, chaired by Damien Whitmore, Director of Programming at the V&A. All participants had their picture taken and posted on social media and the best five looks from each show received a goody bag of prizes from Regent Street.

Damien Whitmore, Director of Programming at the V&A, said: “The Street Is My Catwalk showed us all that London is the style capital of the world. People from all over the city converged on a traffic free Regent Street to dress up, show off and admire each other’s unique style and creativity.”

Caroline Rush, Chief Executive, British Fashion Council, said: “It was brilliant to see all ages queuing to get a taste of being a catwalk model on Regent Street’s first ‘The Street Is My Catwalk’, it was such a fun way to get everyone involved!”

Nick Carvell, Fashion Editor, GQ.co.uk, said: “I saw some unforgettable looks hitting the purple carpet yesterday. The best part? Whether old or young, native Londoner or international sightseer, each person on the catwalk proved just why London is still the fashion capital of the world.”

Other activity on the day included: Osadia, Barcelona’s unique artistic hairdressers, who were creating fantasy hair dos for Regent Street visitors; Nailwraps:Influences, an art project using the format of a nail bar run by artist Phoebe Davies; free exercise classes by The Third Space Soho; the stunning Summer Streets acrobats; live jazz performances by Harry’s Band and games and workshops for children such as the Toddle in the City.

Summer Streets makes the area a more pleasant experience for residents and visitors alike, enhancing the environment for shoppers and sightseers to enjoy this central location in the heart of the West End.

Sunday 28 July will mark the final traffic-free Sunday where the street will be transformed with a garden theme in line with the focus on encouraging green living in London.

The Mayor of London, Boris Johnson, said: “Summer Streets is a fabulous way to experience one of the country’s finest retail destinations every Sunday in July. With its exceptional Nash design few areas can rival the rich history of Regent Street. We want to make shopping in the flagship stores and eating in the nearby restaurants even more enjoyable, turning a visit to this world-renowned street in to the ultimate summer shopping treat.”

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Notes to Editors

The Regent Street Association (RSA) and The Crown Estate (TCE), in collaboration with Westminster City Council (WCC), Transport for London (TFL) and the Mayor of London are organising “Summer Streets”, when Regent Street will operate traffic-free for four consecutive Sundays in July 2013.

This provides a unique opportunity for pedestrians to experience London without the noise and pollution caused by traffic. The intention is to encourage visitors to walk to Regent Street and for them to enjoy the cleaner air and open space, and a relaxed shopping experience.

About the V&A

The V&A is the world's leading museum of art and design with collections unrivalled in their scope and diversity. The V&A's fashion collection, designated as the UK's National Collection, is one of the largest and most comprehensive collections of dress in the world and a selection of outfits showcasing the quality and breadth of the collection can be seen in the permanent fashion gallery. The current exhibition From Club to Catwalk: London Fashion in the 1980s, runs until 16 February.

www.vam.ac.uk

Members of the fashion panel at The Street Is My Catwalk on Sunday 21 July:

Damien Whitmore - Director of Programming, V&A (Chairman of the fashion panel)

Caroline Rush - Chief Executive, British Fashion Council

Nick Carvell – Fashion Editor, GQ.co.uk

Jai'me Jan – Editor of BoyMeetsFashion.com

Paul Cavalier – Owner of Nevs Model Agency

Summer Streets on Regent Street

Celebrate a different view of London's West End with four consecutive traffic-free Sundays this summer: 7, 14, 21 & 28 July 2013

On Sunday 28th July, relax in the Gardens of Regent Street when the street will become London's inner-most green space with flower stalls, gardening tips and bee keeping. Go to www.regentstreetonline.com/summerstreets or follow us on Twitter @RegentStOnline #SummerStreets to register your interest.

Summer Streets will take place at 12pm- 6pm, and Regent Street will be traffic-free from 10am - 7pm. A map showing the closure can be found on regentstreetonline.com.

Bus services that normally serve Regent Street will be diverted or run short of their final destination. Check www.tfl.gov.uk/journeyplanner and local bus stops for more details.

As well as being well served by bus routes, the nearest Tube stations for the event are Oxford Circus and Piccadilly Circus. Leicester Square and Bond Street stations are also a short walk away.

For further information please contact Verity Ramsay or Lucia Ruz

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