

CELEBRATE LONDON FASHION WEEK IN SOHO THIS MONTH

11th September 2024

As the countdown to London Fashion Week begins, the city's fashion set is abuzz with anticipation. Celebrating 40 years of London Fashion Week, the City Wide Celebration is a curated programme of unique experiences and activations, spearheaded by inclusivity and consciousness, moving the fashion conversation forward through industry wide participation and partnerships.

As a neighbourhood synonymous with sartorial elegance, Soho and Carnaby Street is the epicentre of shopping and dining in London's West End. Whether you're looking to dive into cutting-edge boutiques or savour a meal at a chic eatery, here's the ultimate guide to navigating Soho's stylish landscape during London Fashion Week.

Where to Shop

House of Astrid & Miyu

Astrid & Miyu has reimagined the jewellery shopping experience with its new experiential flagship store, House of Astrid & Miyu (HOAM) on Foubert's Place. This innovative space combines retail with relaxation, featuring a bespoke café where customers can unwind while browsing the latest collections. Stop by for a much-needed matcha or coffee break **between 13-17th September and enjoy 50% off all drinks for London Fashion Week.** It's a must-visit for those who appreciate thoughtful design in both their accessories and their surroundings.

5-7 Foubert's Place, Soho

Annie's Ibiza

Following a stand-out show in the February AW24 London Fashion Week, reworking vintage silhouettes for a modern audience, nestled in the heart of Soho is Annie's Ibiza. The go-to destination for fashion enthusiasts this London Fashion Week, this vibrant boutique offers a curated selection of unique, eye-catching pieces that embody the spirit of Ibiza's style.

3 Newburgh Street, Soho

Labrum

Recipient of the NewGen from the British Fashion Council and Queen Elizabeth Award for British Design, visiting Labrum during London Fashion Week is a unique experience that blends fashion with cultural storytelling. Located in the heart of Soho, their store on Marshall Street, offers an immersive experience where visitors can enjoy the brand's unique designs whilst getting a **glimpse into the bespoke tailoring process** that Labrum is renowned for.

35 Marshall Street, Soho

Oceanus

Oceanus stands out as a premier destination during fashion week, captivating visitors with its unique blend of style and sophistication, showcasing their new collection. Located at the heart of the city's fashion district on Newburgh Street, **enjoy drinks in-store and an exclusive discount on any pre-orders**, for an unparalleled shopping experience that perfectly complements the excitement of fashion week.

8 Newburgh Street, Soho

Jimmy Fairly

Known for its innovative approach to eyewear, Jimmy Fairly is **marking Fashion Week with a stylish offering—branded tote bags, caps, and playing cards with every purchase** (until stocks last). It's the perfect way to accessorize your Fashion Week look.

10 Foubert's Place, Soho

Wolf & Badger

This global boutique is celebrating Fashion Week with a series of events showcasing collections from their independent brand community. **Visit their flagship on Berwick Street to enjoy 10% off your purchase by quoting LFW10.**

102 Berwick Street, Soho

A Day's March

Swedish label A Day's March is hosting **a tote bag giveaway and social media competition during Fashion Week**. Share your in-store experience for a chance to win—it's fashion meets fun.

24 Berwick Street, Soho

Muehle

For a touch of luxury, Muehle is offering a **20% discount on their grooming services during their 'Fashion Week Grooming' event**. Head to their gentleman's barbershop on Friday 13th and Saturday 14th of September to indulge in a premium grooming experience.

14A Newburgh Street, Soho

Levi's

Denim lovers, take note: **Levi's is offering a gift with purchases over £100 during Fashion Week**. Members of their RedTab rewards app can take advantage of this offer from September 12th to 17th, making it the perfect time to refresh your wardrobe staples.

51 Carnaby Street, Soho

The Kooples

The Kooples invites you to a special event where you can sip champagne while discovering their new Bag Amelia and FW24 collection. **Join them on September 12th for an evening of fashion and fun**, complete with a free customization of the Amelia bag and **a 10% discount on the new collection**.

30-31 Carnaby Street, Soho

Where to Eat

Soho's dining scene is as cool and dynamic as its fashion offerings. From intimate bistros to contemporary eateries, these spots offer the perfect backdrop for a fashionable meal during London Fashion Week.

Goldies

Recently opened Goldies has brought a distinctive smoky flavour to the heart of London's West End; with a focus on wood-fired cooking, locally sourced produce, all served in a warm atmosphere enhanced by a carefully curated soundtrack. Goldies is the ideal spot for fashionistas and industry insiders looking to enjoy a stylish dining experience amidst the week's excitement.

Ground Floor, Kingly Court, Soho

Rita's

Rita's brings a laid-back yet fashionable vibe to Soho with its blend of American-inspired comfort food and a stylish, casual setting. Known for its creative cocktails and hearty dishes, Rita's is a great spot to relax and refuel. Whether you're in the mood for a quick bite or a leisurely meal, Rita's offers the perfect mix of comfort and cool.

49 Lexington Street, Soho

The Counter / Under the Counter

The Counter offers a unique all-day dining experience with an emphasis on fresh, seasonal ingredients. By night, its alter ego, Under the Counter, emerges as a speakeasy-style bar serving up expertly crafted cocktails. This dual-concept space is ideal for those looking to transition seamlessly from daytime dining to evening drinks during Fashion Week.

15 Kingly Street, Soho

Little Violet Door

Get into the Fashion Week spirit with a cocktail at Little Violet Door. They're giving their signature drink a stylish twist, renaming it '**Crimes of Fashion**' for the occasion. **Enjoy 20% off this chic cocktail throughout Fashion Week, also available at their sister location, Little Scarlett Door.**

9 Kingly Street, Soho

Bar Crispin

For those who appreciate a wine-focused dining experience, Bar Crispin is the place to be. This cozy yet chic bar specializes in natural and biodynamic wines, paired with a menu of small plates that are both inventive and satisfying. The intimate atmosphere and knowledgeable staff make Bar Crispin a favourite among the fashion set for a pre- or post-show gathering.

19 Kingly Street, Soho

Antidote

Located in one of the city's most vibrant areas, Antidote Wine Bar is the perfect spot for fashion enthusiasts and industry professionals seeking to indulge in a selection of biodynamic and organic wines, alongside small plates, artisan cheeses and charcuterie, amidst the week's high-energy events. Shining as a premier dining destination, Antidote Wine Bar offers a unique blend of culinary artistry and a chic, inviting atmosphere.

12A Newburgh Street, Soho

Le Bab

Le Bab is known for its modern take on kebabs, and during Fashion Week, they're **offering a 20% discount to customers who book through OpenTable between September 12th and 17th**. It's a delicious way to stay fuelled while you explore Soho's fashion scene.

Top Floor, Kingly Court, Soho

SOMA

SOMA, an elegant cocktail bar tucked away in the heart of Soho, offers a stylish retreat from the hustle and bustle of Fashion Week. The bar's sleek design and innovative drinks menu, inspired by the flavours of India, create a unique and luxurious experience. It's the perfect spot for an evening of sophisticated sipping in a setting that's as fashionable as its patrons.

7 Denman Street, Soho

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About Soho

Soho is a world-famous shopping and dining destination in the heart of London's West End, synonymous with culture, creativity and innovation. Made up of one square mile of vibrant interconnecting streets including the globally renowned Carnaby Street, it's home to a multi-dimensional mix of international flagships, independent boutiques and innovative, new concept stores. The epicentre of London's dining scene, its unique day-to-night hospitality offer comprises high-quality restaurants, cafés, bars and pubs.

Carnaby.co.uk / @CarnabyLondon

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