

Soho and Carnaby Street Partner with London College of Fashion to Champion the Next Wave of Tailoring Talent This London Fashion Week



High-res imagery available [here](#)

London, 9th February 2026: As London Fashion Week approaches, Soho and Carnaby Street have once again partnered with London College of Fashion (LCF), UAL, to put emerging talent in the spotlight. By awarding two young designers a once-in-a-lifetime studio space in Soho, the iconic neighbourhood and LCF are bringing fashion education and industry together on one of London's most fashion-forward streets.

This year, the winners are Tilda Jonathan and Johanna Boone, who have both been awarded coveted studio spaces on Kingly Street. Tilda, having won the Silver Shears Award at the Merchant Taylors in March 2025, has recently returned from Paris, where she has been working with French fashion house Paul & Joe. Ahead of the shows, the judges and winning students gathered on Carnaby Street to celebrate both the rising fashion talent winners, as well as the iconic street's long-standing role as a launchpad for new ideas, fresh faces and of course, style.

The judging panel this year included tailoring industry veteran Mark Powell, who has run his independent business in Soho, on Newburgh Street, for 40 years and has always championed the area's individualism over Saville Row. Joining him is Catherine Riccomini, Director of Marketing and Communications at Shaftesbury Capital, as well as Daniel Poulson, Course Leader for Bespoke Tailoring at LCF and Frances Odell, Head of Graduate Futures Consultants at LCF.

Graduates pitched their proposals on sustainability, innovation, business practice and growth plans, with the winners joining a legacy of designers supported by the partnership. First launched in 2019, the impact of the initiative can be seen across Carnaby Street today. Joshua Millard, winner of the inaugural competition, has since opened his first standalone store at 1 Marlborough Court, just off Carnaby Street, whilst second winner Sarah Hollebbon continues to grow her business, known for tailoring with a social mission, from her studio at 26 Kingly Street.

The partnership between Soho, Carnaby Street and LCF is rooted in real, tangible support for young designers. Working together through a series of creative and industry-led initiatives, the collaboration gives LCF graduates access to physical space, mentorship and commercial

insight, particularly within tailoring and fashion business development, all to help bridge the gap between graduation and running a successful fashion business.

Must visit stores in Soho and Carnaby Street this London Fashion Week:

Adorned with the latest fashion pop-ups and legendary shopping streets, Soho and Carnaby Street are where London Fashion Week spills out onto the streets. This February, expect street style, fashion spotting moments and heritage brands alongside emerging labels, all within the neighbourhood that has been setting fashion trends for decades.

ALOHAS, 45 Beak Street

Spanish footwear brand ALOHAS has opened its first UK store in the heart of Soho, with an innovative, on-demand store concept. Try on in-store, order direct and have your shoes delivered, for a smarter, more sustainable way to shop Fashion Week footwear.]

Annie's Ibiza, 3 Newburgh Street

A-list-loved Annie's Ibiza brings its signature sun-soaked, free-spirited energy to Soho this London Fashion Week, the perfect stop for fashion insiders.

Autry, 61-63 Beak Street

Autry's Soho flagship is the place to pick up premium trainers with a retro edge. Effortlessly cool and endlessly wearable, its signature styles are ideal for long Fashion Week days on the move.

Barbour, 29 Carnaby Street

Step inside the Barbour store for a moment of timeless British style amid the Fashion Week buzz. A must-visit for heritage design, modern styling and iconic outerwear with enduring appeal.

De La Vali, 36 Marshall Street

Bohemian womenswear label pop-up De La Vali brings its Ibiza-inspired style to Soho, offering romantic, free-spirited and expressive pieces, designed to make women feel empowered and stylish.

Farm Rio, 1 Carnaby Street

Farm Rio's Carnaby Street store is a burst of colour and joy in the middle of Fashion Week. Known for bold prints and feel-good design, it's the perfect destination for standout party looks, winter brights and fashion-forward gifting.

GANNI, 36 Beak Street

London Fashion Week meets Soho cool at GANNI's flagship store, where the brand's playful spirit and cult-status designs come to life. Expect signature Scandi cool and serious insider energy.

Jimmy Fairly, 10 Foubert's Place, Soho

Parisian eyewear brand Jimmy Fairly is a Fashion Editor favourite and provides the perfect way to accessorize your London Fashion Week look.

OMNES, 10 Carnaby Street

Sustainable fashion label OMNES's Carnaby Street pop-up showcases consciously made womenswear, from elevated party pieces to effortless occasion looks, it's the perfect blend of style, substance and Fashion Week polish.

RIXO, 44 Carnaby Street, Soho

RIXO's Carnaby Street store is a must-stop during Fashion Week, serving up vintage-inspired prints and occasion-ready silhouettes. Pop in to explore the latest collections and experience the brand up close.

Where to dine and drink for an in-between show pit stop:**ALTA, Ground Floor Kingly Court**

Live fire restaurant, ALTA offers a chic escape for refuelling between shows with great food showcasing the best of seasonal British produce, combined with the essence of Spanish cooking. Expect standout flavours and sharp interiors, making for the perfect pause between shows.

HIMI, 4 Newburgh Street

Minimalist interiors and Japanese-inspired dishes make HIMI a serene escape from the Fashion Week frenzy. Think sake, sashimi, and a clean aesthetic designed for moments of calm and connection.

Little Violet Door, 9 Kingly Street

Styled like a house party, Little Violet Door is packed with quirky details and cosy corners. Sip cocktails in the living room, dance in the kitchen or explore the whimsical nooks throughout- a fun, energetic stop for anyone soaking up Soho's Fashion Week buzz.

Marjorie's, 26 Foubert's Place

Understated and elegant, Marjorie's delivers a modern Parisian-inspired menu in a warmly lit Soho corner. With natural wine, dreamy small plates, and a slow-dining vibe, it's a favourite for fashion insiders looking to unwind between shows.

Nagare Coffee, 2 Newburgh Street

Fuel Fashion Week with Nagare Coffee, offering a refined escape from the rush and serving up exceptional coffee with a side of laid-back cool.

The Mulwray, 28 Rupert Street (above The Blue Posts)

For wine lovers, The Mulwray offers a moody, refined setting with candlelit vibes. Rare bottles, elevated service and an effortlessly cool crowd make it an ideal spot to unwind and linger after a busy day of shows.

The Palomar, 34 Rupert Street

The Palomar offers a rich culture packed escape from the show schedule, serving up bold, flavour-packed dishes in the heart of Soho. Ideal for long lunches or late-night bites.

The Shaston Arms, 4-6 Ganton Street

Tucked away just off Carnaby Street, The Shaston Arms is a Fashion Week refuge for post-show pints and laid-back bites. A true local favourite, it's where the Fashion Week crowds unwind and debrief all the action.

ENDS

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.

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About London College of Fashion: Shaping Lives Through Fashion

London College of Fashion, UAL, leads the world in fashion business, media and design education. We've been nurturing creative talent for over a century, offering courses in all things fashion. With our philosophy of open and inclusive education, we encourage students to examine the past and question the present. To develop inventive, assertive ideas that challenge social and political agendas. And we give them the skills, opportunities – and above all, the freedom – to put those ideas into practice. From our new home at East Bank, the UK's newest cultural quarter at the heart of Queen Elizabeth Olympic Park, we're forging partnerships, opening up opportunities, and creating connections with east London's schools, community and industry. Our new home has brought all of undergraduate and postgraduate courses, from all of our three schools, under one roof for the very first time. In doing so, we'll continue to pioneer how we use fashion business, media and design to shape culture, economics, and society. And through fashion, shape lives.