

Fashion East Celebrates 25 Years at London Fashion Week with Nike, Dazed, and ICA Showcase

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London Fashion Week is set to witness a landmark celebration as **Fashion East**, the pioneering talent incubator led by Lulu Kennedy, marks its **25th anniversary** this season. Since 2000, Fashion East has nurtured some of the UK's brightest designers, including **JW Anderson, Kim Jones, Simone Rocha, Craig Green, Martine Rose, and Nensi Dojaka**, and continues to be a launchpad for the next generation of visionaries.

To commemorate the milestone, Fashion East is joining forces with **Dazed** and **Nike** to create a **London Fashion Week Hub** at the **Institute of Contemporary Arts (ICA)**. The hub will feature a rich program of public events including a **retrospective exhibition, panel talks, and film screenings**, designed to inspire students, fashion enthusiasts, and the broader creative community.

At the heart of the celebrations is *"Us Lot: 25 Years of Fashion East, powered by Nike"*, an immersive exhibition running **September 20–21** at the ICA's lower gallery. Curated by Lulu Kennedy, Raphaëlle Moore, and creative consultant Patrick Waugh, the showcase will highlight iconic works, including:

- Sculptures and commissions from **Simone Rocha, Craig Green, and Richard Malone**
- Special artworks from **Jawara Alleyne and Claire Barrow**
- Archival and unseen fashion photography from **Wolfgang Tillmans, Joyce NG, Jamie Hawkesworth**, and more

The exhibition will be complemented by **panel discussions**, including one chaired by Dazed's Emma Davidson with alumni designers **Karoline Vitto, A Sai Ta, and Olly Shinder**, alongside **two fashion film screenings** exploring fashion's dynamic dialogue with movement and identity.

Fashion East will also unveil its **Spring/Summer 2026 catwalk showcase**, spotlighting fresh talent such as:

- **Jacek Gleba** – Barcelona-born, Central Saint Martins MA graduate making his Fashion East debut
- **Mayhew** – UK designer Louis Mayhew's eponymous label styled by Lara McGrath
- **Nuba** – Cameron Williams' label returning for a third season

The platform will also host special shows for alumni **Jawara Alleyne** and **Ashley Williams**, reinforcing its commitment to nurturing both emerging and established talent.

Reflecting on the milestone, Lulu Kennedy and Raphaele Moore shared:

“It is a huge honour to be collaborating with the ICA. This season is extra special—we’ve had fun digging into our archives and are immensely proud of our alumni. The SS26 line-up is refined, radical, and real, and we can’t wait for the world to see their collections.”

As Fashion East celebrates 25 years of bold experimentation, its continued influence is proof that the incubator is not just part of fashion history—it’s actively shaping fashion’s future.

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