

London Fashion Week SS26 Kicks Off: A Bold Reset with Emerging Talent and Global Debuts

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London, September 2025 — London Fashion Week Spring/Summer 2026 opens on **September 18**, with the **British Fashion Council (BFC)** billing the edition as a **bold reset** designed to power the “next British fashion era.”

With **Laura Weir** making her debut as the BFC’s new chief executive, the five-day showcase (Sept 18–22) will feature an **18% rise in on-schedule designers**, reinforcing London’s reputation as a hub for creativity, cultural diversity, and fearless expression.

Milestones and Anniversaries

This season is marked by special celebrations:

- **Roksanda** celebrates 20 years with a retrospective-inspired showcase.
 - **David Koma** toasts his 15th anniversary with an exclusive dinner.
 - **Patrick McDowell**, fresh from winning the Queen Elizabeth II Award for British Design, unveils a rebranded creative direction while celebrating his 30th birthday.
 - **Rixo**, the vintage-inspired label, celebrates its **10th anniversary** with a Liberty fabric-rich collection, a charity T-shirt supporting War Child, and a branded exhibition bus.
 - **Jenn Lenn** (Taiwanese designer) marks her 10th year with a show inspired by *Dream of the Red Chamber*, blending literature, fashion, and performance.
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Fashion East Turns 25

Talent incubator **Fashion East**, led by **Lulu Kennedy**, celebrates its 25th anniversary with showcases from newcomers like **Jacek Gleba** and **Louis Mayhew’s label Mayhew**. A **London Fashion Week Hub**, co-created with **Dazed** and **Nike**, will host exhibitions, talks, and film screenings (Sept 20–21) at the Institute of Contemporary Arts, inviting students and the public into the fashion conversation.

Big Debuts: From Knitwear to India’s AK|OK

Fresh names redefining the LFW narrative include:

- **Oscar Ouyang** (knitwear for menswear, NewGen line-up).
- **Joshua Ewusie's eponymous label Ewusie.**
- International debuts by **Anamika Khanna's AK|OK** (India), who called London "*a natural platform for fearless creative expression.*"
- **Nanushka** (Hungary), presenting womenswear, menswear, and accessories on Sept 22.

Other must-watch debuts: **Dreaming Eli**, **Kseniaschnaider**, **Kyle Ho**, **Lucia Safdie**, **Rory William Docherty**, and adaptive fashion label **Unhidden**.

Beyond the Catwalk

JW Anderson will forgo a traditional runway in favor of a **special evening event** with the BFC and **Google Pixel**. Through **AI-powered visuals created with Gemini**, Anderson will showcase his "Cabinet of Curiosities," underscoring how **technology and craftsmanship** are reshaping fashion storytelling.

Meanwhile, **H&M** returns to the schedule with a **revamped runway format**, cementing its elevated design push.

The Powerhouses Return

Alongside the new guard, British fashion staples **Burberry**, **Erdem**, **Richard Quinn**, **Bora Aksu**, **Ashish**, **Malone Souliers**, **Noon by Noor**, **Labrum London**, and **Susan Fang** will reaffirm London's global influence.

London Fashion Week SS26: September 18–22

From anniversaries to groundbreaking debuts, **London Fashion Week SS26** promises to be a **dynamic fusion of heritage and future-facing creativity**, reaffirming London as one of the world's most daring fashion capitals.

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