

London Fashion Week Opens Under New Leadership with Fresh Hopes for Revival

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London, September 2025 – After 16 years under Caroline Rush, **London Fashion Week (LFW)** is entering a new chapter. With **Laura Weir**, former Selfridges creative director and ex-Vogue journalist, taking over as head of the **British Fashion Council (BFC)** in April, this season is being hailed as the beginning of “a new era for British fashion.”

Weir steps into the role with the weight of expectation, as LFW has faced recent struggles — shrinking schedules, the cancellation of its June menswear edition, and the departure of big-name designers to Milan, Paris, and New York.

? A Strategic Rebuild

“My main objective is to ensure London Fashion Week remains the ultimate platform to showcase and celebrate the very best of British creativity,” Weir told AFP, adding that the BFC has waived membership fees to ease financial pressures on designers and doubled investment in its international guest programme to attract heavyweight buyers, media, and cultural voices.

She has also boosted scholarship funding and secured a three-year commitment for the **NewGen programme**, which has been instrumental in launching talents like **Simone Rocha** and **Richard Quinn**.

? Runway Highlights to Watch

The Spring/Summer 2026 edition kicks off with **Maximilian Raynor**, known for his sustainable approach using fabric scraps and deconstructed silhouettes. He'll be followed by **Harris Reed**, the British-American designer whose gender-fluid vision has captivated audiences since his LFW debut five years ago.

Adding further excitement, **JW Anderson** returns to the schedule after skipping February. However, instead of a full-scale runway, Jonathan Anderson — fresh from being named artistic director of Dior's men's, women's, and haute couture collections — will present a **scaled-down dinner format**, tying into his refocused vision of JW Anderson as a lifestyle brand spanning fashion, craft, and even honey.

? The Stakes Ahead

While London Fashion Week has seen its global relevance challenged, its strength remains in **discovering bold new voices and celebrating cultural vibrancy**. With Laura Weir at the helm, the BFC is betting on renewed energy and a programme that repositions London as a hub of both **creativity and commerce**.

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