

John Richmond Blurs Fashion & Nightlife with “Culture Culture” Show

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John Richmond staged the “**Culture Culture**” show during London Fashion Week. It took place at Stereo club in Covent Garden.

The event combined a runway presentation with a live gig. At London Fashion Week, John Richmond unveils “Culture Culture” — a Spring/Summer 2026 show that fuses music, subcultures and runway drama

Immersive & Unconventional

Richmond described the format as “instinctive, immersive, alive.” Thus, runway and nightlife blurred together in this new format.

Music disrupted the order; clothes came to life off-beat too.

Inspirations & Aesthetic

The collection drew heavily on musical subcultures. It referenced 70s soul boys, American pre-punk, club chic and Goth.

Materials mingled satin with organza; leather with worn denim. Couture beads met tattoo-inspired graphics.

Palette & Contrasts

Colour scheme kept refined yet bold. Black and ivory dominated, while gold, turquoise and yellow popped.

The look was streetwear infused with romantic rawness.

Event Highlights & Collaborations

Styled by Mirko Pedone, aligning with subculture aesthetics. The show ended with an underground party in collaboration with The1989.

Paul Simonon of The Clash DJed; Faris Badwan joined; poetry followed.

Brand Return & Strategy

This marked John Richmond’s return to showing in the UK after twenty years. Previously, the brand used to show in Milan.

Its absence stemmed from not being included in the Milan Fashion Week calendar.

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