

London Fashion Week SS26: Harrods' Buying Director on Must-Have Gowns, Tailoring, and Emerging Talent

Published on 24 Sep 2025 | By IFI Correspondent



Romantic Gowns, Dramatic Tailoring: Harrods' Buying Director on London Fashion Week SS26

London, UK – With **London Fashion Week SS26** wrapped, industry eyes turn to buyers as they assess collections and spot emerging trends. **Simon Longland**, director of buying for fashion at Harrods, shared his highlights, insights on must-have items, and thoughts on the city's evolving position on the global fashion calendar.

Standout Collections

For Longland, the top collections came from **Erdem** and **Roksanda**, both celebrating their 20th anniversaries this season.

- **Roksanda** revisited her archives with striking results: the **Margot dress** from SS12 returned in vibrant orange and blue duchesse satin, while the **Cataline dress** from AW22 reappeared in painterly prints. Longland praised the collection as “a true celebration of her signature aesthetic, defined by dramatic tailoring and elegant gowns.”
- **Erdem** drew inspiration from **Hélène Smith**, a 19th-century Swiss medium who claimed past lives as a member of the French court and an Indian princess. This imaginative lens allowed Erdem to explore **contradictions between history and fantasy**, crafting expressive, feminine silhouettes.

Burberry's Youthful Reinvention

Heritage brand **Burberry** sparked attention by aligning with a younger, festival-inspired clientele while retaining its British identity. Jackets, trenches, and leather formed the backbone of the collection, lending “structure, attitude, and a modern edge,” Longland noted. He added: “It wasn't simply about repeating house codes, but about reinterpreting them for today's culture.”

Must-Haves and Key Trends

Longland emphasized London's **diverse, refusal-to-conform aesthetic** this season. Standout items included:

- Roksanda's **statement gowns**
- **Refined tailoring** from Emilia Wickstead

- **Romantic, wearable separates** from Simone Rocha

This mix underscored London's strength as a city thriving on **individuality over homogenized trends**.

On Emerging Designers

Longland highlighted **Patrick McDowell** and **Priya Ahluwalia** as designers to watch. Ahluwalia's collection *Affinity* examined expressions of love across cultures and generations, referencing everything from **Bollywood romances** to **Shakespearean tales** and **R&B ballads**. Longland stressed the importance of observing creativity at its early stages to foster **future collaborations**.

London's Unique Proposition

Under **British Fashion Council CEO Laura Weir**, LFW is undergoing a transition, reinforcing London as a **stage for both established British names and international designers**. Longland concluded:

"What defines London is its refusal to be confined to one aesthetic – it is the diversity and vibrancy of its designers that continues to make it a global capital for fashion."

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/VISHAL KHAIRNAR, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.