

Topman Design To Show Solo At London Fashion Week

TOPMAN

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Topman Design has announced that it will be showcasing its Autumn/Winter 2010 collection as a solo show in February's London Fashion Week.

Topman Design has previously displayed new collections as part of the increasingly successful MAN event which Topman set up alongside Fashion East 10 seasons ago. This will be the first time since MAN's conception in 2005 that Topman Design has not shown as part of the initiative.



Gordon Richardson, Design Director at Topman said: "Our decision to show separately from MAN this season has been welcomed by both the MAN and the Menswear Panel who collectively agree that it is the right time for us. We have established a consistent design ethic and have a good following which gives us the confidence we need to move on and allow MAN to continue to nurture new young talent which is, after all, its purpose."

The decision to progress Topman Design out of MAN comes on the 5th anniversary of the showcase which aims to source and nurture young menswear talent. Both Topman Design and MAN will be part of the second official full day scheduled for London Fashion Week menswear which has received great acclaim in putting menswear firmly back on the British map.

Charlie Porter, deputy editor of Fantastic Man magazine and Menswear Panel member, commented: "It's so exciting that Topman Design has grown to the position where it deserves its own show. By teaming up with MAN, it proved that menswear should have a slot on the London Fashion Week schedule. Now that we have a whole menswear day, it's brilliant that both Topman Design and MAN get the chance to shine on their own."

Topman Design is a directional premium collection which is stocked on-line at topman.com, the London Oxford Circus and New York flagship stores and key international stores including La Foret in Tokyo, Incu in Sydney and Shine in Hong Kong. With a growing almost cult like following, the collections have evolved over the seasons under the creative direction of Alister Mackie, fashion director and stylist at AnOther Man magazine, and Topman design director, Gordon Richardson, and his dedicated and talented in-house design team.

MAN and the driving forces behind it have been credited for the rejuvenation and increased recognition of menswear in London and the subsequent official Menswear Day which has been granted by the British Fashion Council (BFC) and now holds a permanent position on the London Fashion Week schedule. Last season saw the welcome addition of the BFC's NewGen Men Award, of which Topman remains the sole sponsor.

"Topman's decision to show Topman Design alone this season does not affect our investment into MAN; all investment remains the same," said Jason Griffiths, marketing director of Topman. "Topman, along with Fashion East, continues as normal to drive the initiative forward together along with the appointed MAN panel. It is just a new exciting step for us in establishing Topman Design as a successful home grown premium collection which we are now wholesaling to credible stores globally."

About

Topman offers the latest in [men's fashion](#), encompassing a range of styles to suit every shopper. Topman's extensive collection embraces

Topman:

everything from the latest fashion trends to classic pieces, and extends to [men's shoes](#), [men's hoodies](#), [men's shorts](#) accessories and formal wear. Topman also provide the simplest way to search for and buy mens clothes, placing it among the leading fashion retailers in the UK market today.

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