Tickets go on sale for the week when the “fash pack” descends upon the city. Bath in Fashion 2015 takes place this year 21st to 29th March with the most impressive line-up yet. Now into its sixth year, the event has gathered momentum and is now regarded as one of the most high profile fashion gatherings outside London. This year brings three world class fashion designers to deliver talks on their work and inspiration – Roksanda Ilincic; Holly Fulton and Anna Sui, who is coming from New York especially for the occasion.

Ed Marler may not be as well established but his collections are taking London Fashion Week by storm and he will be talking with his mentor Lulu Kennedy head of Fashion East in conversation with the world’s top fashion blogger, Susie Lau. Susie talks to an audience of 30 000 every day on her Style Bubble blog. Fashion experts Tim Blanks of Style.com and Susannah Frankel, Fashion Director of Grazia will discuss the life and work of Alexander McQueen; to tie in with the hugely anticipated V&A Exhibition about McQueen, Savage Beauty which opens in March as the largest ever retrospective of the late designers work.

Expect the unexpected at Bath in Fashion 2015; Thrings solicitors have invited the UK’s top tattoo artist, Mo Coppoletta to tell what promises to be a fascinating tale. Respected as a master of his craft, he has inked Paloma Faith and collaborated with Liberty.

Embellishment of another kind is provided by the Royal School of Needlework, always in demand when precision and skill are required, when only the best will do. They were called upon by Sarah Burton to work upon Kate Middleton’s wedding dress. Their Chief Executive is coming to Bath to deliver a lecture on Embellishing Fashion in collaboration with the Royal High School, Bath. The RSN has also collaborated with Anthropologie to create a workshop dedicated to making “Beautiful
Buttons”. Other workshops include knitting with Brandon Mabley (of the Kaffe Fassett school) and silk screen work with local expert Carole Waller.

The Bath Business Improvement District is behind Bath in Fashion with enthusiastic support from numerous businesses and partners including Bath Tourism Plus. The Bath fashion stores are able to show their spring summer fashions is a fabulous, fast paced catwalk shows at the Assembly Rooms staged by John Walford from London Fashion Week. Other partners include Bath Spa University, who run one of the top fashion design courses in the UK whose students work tirelessly behind the scenes to dress the models and make sure the shows run like clockwork.

Other talks include “Thea Porter 70’s Bohemian Chic” by her daughter Venetia with editor Laura McLaws Helms to coincide with London’s Fashion &Textiles Museum’s spring exhibition, and talks by experts on Vintage Fashion, Nautical Chic and Rosemary, Manager of the Fashion Museum talks about the embroidery in their collection. Bath based Fashion Expert and Lecturer, Iain R. Webb talks about Invitation Strictly Personal, his new book based on his personal archive of fashion show invitations with Show Studio’s Lou Stoppard and The Making of a Fashion Book brings together the team behind “Dress of The Year” about the Fashion Museum’s special annual award.

This year shopping is top of the agenda with a new Fashion Trail map highlighting instore events and special offers during the week. Jolly’s is lead sponsor for Bath in Fashion 2015, celebrating the heritage of style and fashion that it has represented in the city for so many years. The store will be staging a number of events as well as a talk from their archivist tracing the origins of retail as we know it today. The White Company talks to Creative Bath about its hugely successful multi-platform business and Jaeger’s Creative Director discusses how the brand has re-invented itself, setting off down a new trajectory. Jaeger have sponsored “Conversations in Style”, a series of headline talks.

Exhibitions feature fashion illustration at David Simon Contemporary gallery; “Great Names of Fashion” and “The Dress of the Year” at the Fashion Museum and “Hatched, Matched, Dispatched and Patched” at the American Museum in which the stories of people’s lives are reflected in textile treasures passed down through the generations. The programme features films at the Little Theatre Cinema including
Jane Fonda in costumes designed by Paco Rabanne in Barbarella; a Spring Fashion Fair with Selvedge Magazine and lots happening on Vintage Sunday including The Bath VA Fair plus Hollywood Hair by Artizan and talks by vintage experts like William Blanks-Blaney, who Vogue described as “The King of Vintage”.

Whatever you r style you can find some fashion inspiration here – and if you are a fan of the Little Black Dress this is the moment or inject some colour into your wardrobe. For full details of what’s on in this exciting week visit Bathinfashion.co.uk or call 0844 847 5256

For media enquiries and images please contact Nicky Hancock on 01225 332299 e-mail: {HYPERLINK "mailto:nicky@hancoc;kcomm.com" }

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About The Bath Improvement District Company
Bath in Fashion is a Bath BID (Business Improvement District) Company initiative. The Bath BID Company organises specialist events to raise the profile of the city and attract visitors to support businesses within the city centre. The Bath BID Company acts as a catalyst to creating a fashion event which is distinctive, unique and unlike any other in the UK. With commitment to providing support for the business community, events like Bath in Fashion are born from a collaboration between public and private sector; retailers and landlords and both independent and high street retailers. Visit { HYPERLINK "http://www.bathbid.co.uk/" }

Here are some of the highlights of the programme for 2015:

A series of talks “Jaeger Sponsors: Conversations of Style” involving top designers and fashion journalists:

Sunday Times Style Magazine Head of Fashion, Claudia Croft talks to designer Roksanda Ilincic

Designer Holly Fulton in conversation with Vogue’s Jessica Bumpus

A talk with designer Anna Sui about her work and inspiration with Hywel Jones from Central St Martins

Savage Beauty: Susannah Frankel from Grazia and Tim Blanks of { HYPERLINK "http://style.com/" } discuss the life and work of Alexander McQueen to co-incide with the V&A exhibition

Iain R Webb discusses his new book “Invitation Strictly Personal” with Lou Stoppard of Show Studio

World Famous Fashion Blogger Susie Lau in conversation with Lulu Kennedy of Fashion East and fashion designer Ed Marler

Jaeger Reinvented; Shelia McKain –Wade, Jaeger’s Creative Director talks about new directions for the brand with Amy de la Haye

Body art; the world’s most famous tattoo artist Mo Coppoletta shares his take on embellishment and creating a 21st century art form
Bohemian Chic: 70’s Fashion by Thea Porter

Venetia Porter talks about her mother’s work with editor Laura McLaws Helms to co-incide with the exhibition about Thea Porter’s work at London’s Fashion & Textile Museum

The making of a fashion book; “Dress of the Year” chronicles 50 years of this very special award by Bath’s Fashion Museum – the collection of Dress of the Year exhibited at the Fashion Museum

Dr Susan Kay Williams, Chief Executive, Royal School of Needlework talks about their connections with fashion

RSN hands-on workshops “Making beautiful buttons” and pop up exhibition in –store at Anthropologie

Fashion Heritage; Archive expert discusses the fascinating history of headline sponsor Jolly’s, one of Europe’s first ever department stores

Nautical Chic – a talk by expert Amber Jane Butchart

Mark Winstanley, creative Director of The White Company joins the conversation with Greg Ingham, Chair of Creative Bath

Workshops with Brandon Mably of the Kaffe Fassett School and local designer-maker Emma Leith

Creative Director of Cutler and Gross, Marie Wilkinson talks about “Face Fashion”

Fashion Your Future signposts careers in fashion chaired by Louise Pickles Head of fashion Design at Bath Spa University

A talk by Rosemary Harden, Manager of the Fashion Museum on embroidery in the Museum’s collection

Selvedge Spring Fashion Fair at the American Museum


Make-up magic with AOFM – the official make-up artists for Bath in Fashion

Bath in Fashion on Film at the Little Theatre Cinema

And shopping, styling and more shopping……..

Watch out for the full 2015 line up - tickets on sale from 2nd February 2015 visit bathinfashion.co.uk