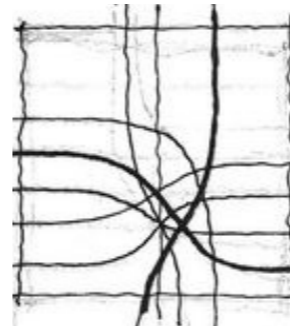


## Culture and Education Hub, East Bank Stratford, London



redefining what fashion represents









Textile Manufacturing (Jute, Silk and Cotton)



East Bank, 1940



Textile Mill, Lea Valley





“We see it as an experimental space to REINVENT WHAT MANUFACTURING COULD BE and how the fashion industry could change. People are becoming much more demanding about the traceability of their clothes, keen to know how and where they were made. MAKERS ARE ALWAYS INVISIBLE, SO WE’RE TRYING TO HIGHLIGHT THEM AND GIVE THEM A VOICE.”

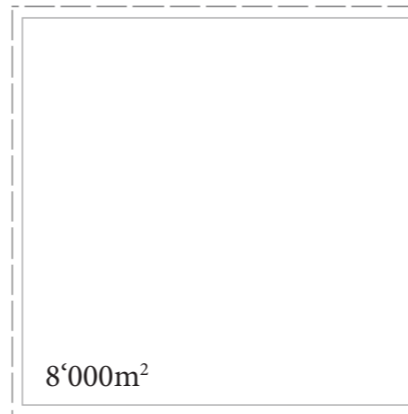
Claire Swift, director of social responsibility at LCF



additional institutions



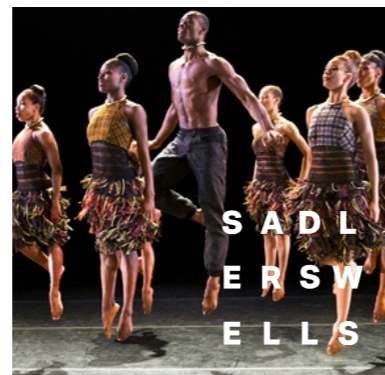
retail



COLLEGE OF FASHION  
design; textile as envelope of the body  
32'000 m<sup>2</sup>



VICTORIA & ALBERT MUSEUM  
exhibition, archive, research, conservation of textiles  
20'000 m<sup>2</sup>



DANCE THEATER AND SCHOOL  
performance; movement of body  
6'700 m<sup>2</sup>



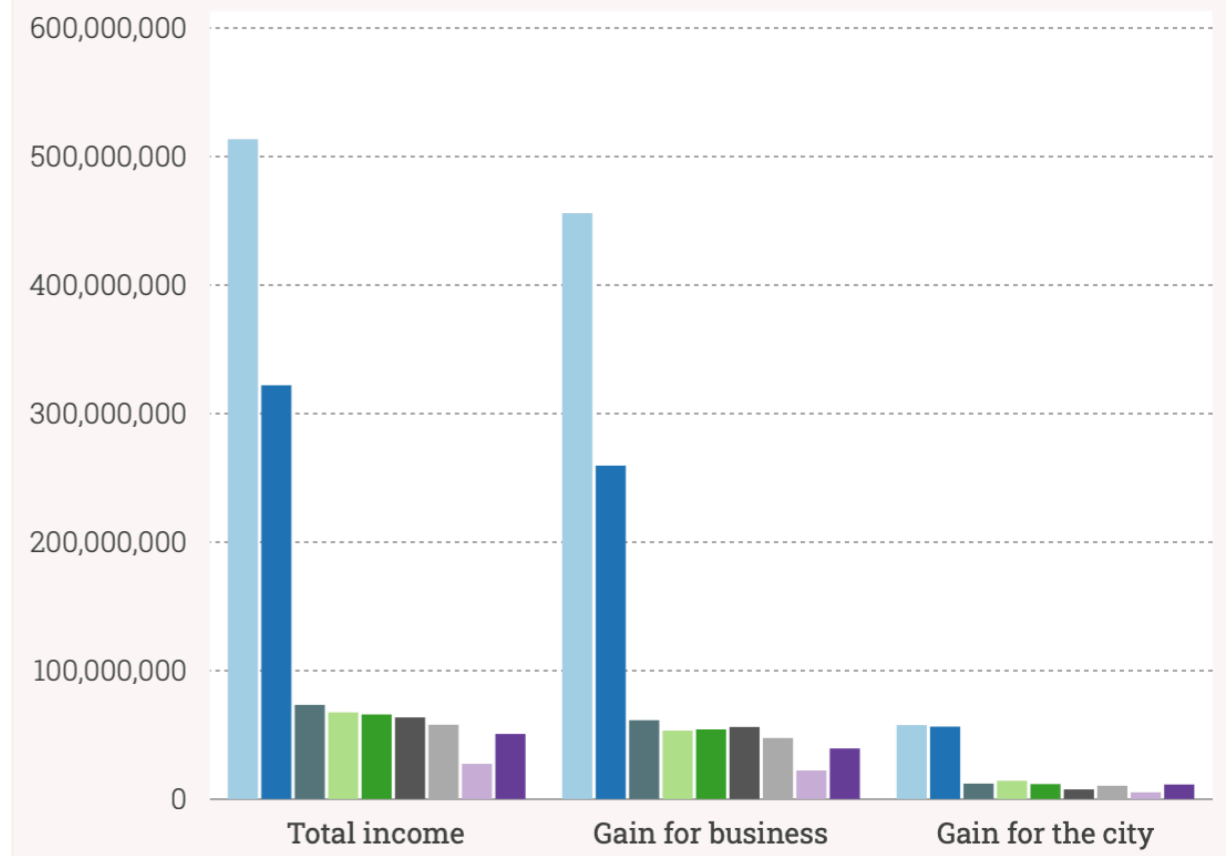
In addition to the total income brought in by LFW, the **direct income generated for the city of London during fashion week is approximately 52.6 million pounds (62 million euros.)** This amount is based on the number of local venues rented out for the event, the number of visitors staying in the city as well as general sales tax, food tax and service tax, which is currently 17.5 percent. **The total venue income is predicted to be 74 million pounds (88.5 million euros),** followed by the total restaurant income at 76 million pounds (91.5 million euros), the total retail income of 63 million pounds (75.5 million euros) and total accommodation income of 55.5 million pounds (66.5 million euros.)

## Economic impact of Fashion Weeks

Nine established fashion weeks compared

- New York Fashion Week
 ■ London Fashion Week
 ■ Berlin Fashion Week
- Sao Paulo Fashion Week
 ■ Paris Fashion Week
 ■ Sydney Fashion Week
- Istanbul Fashion Week
 ■ Amsterdam Fashion Week
 ■ Milan Fashion Week

Amount in euros

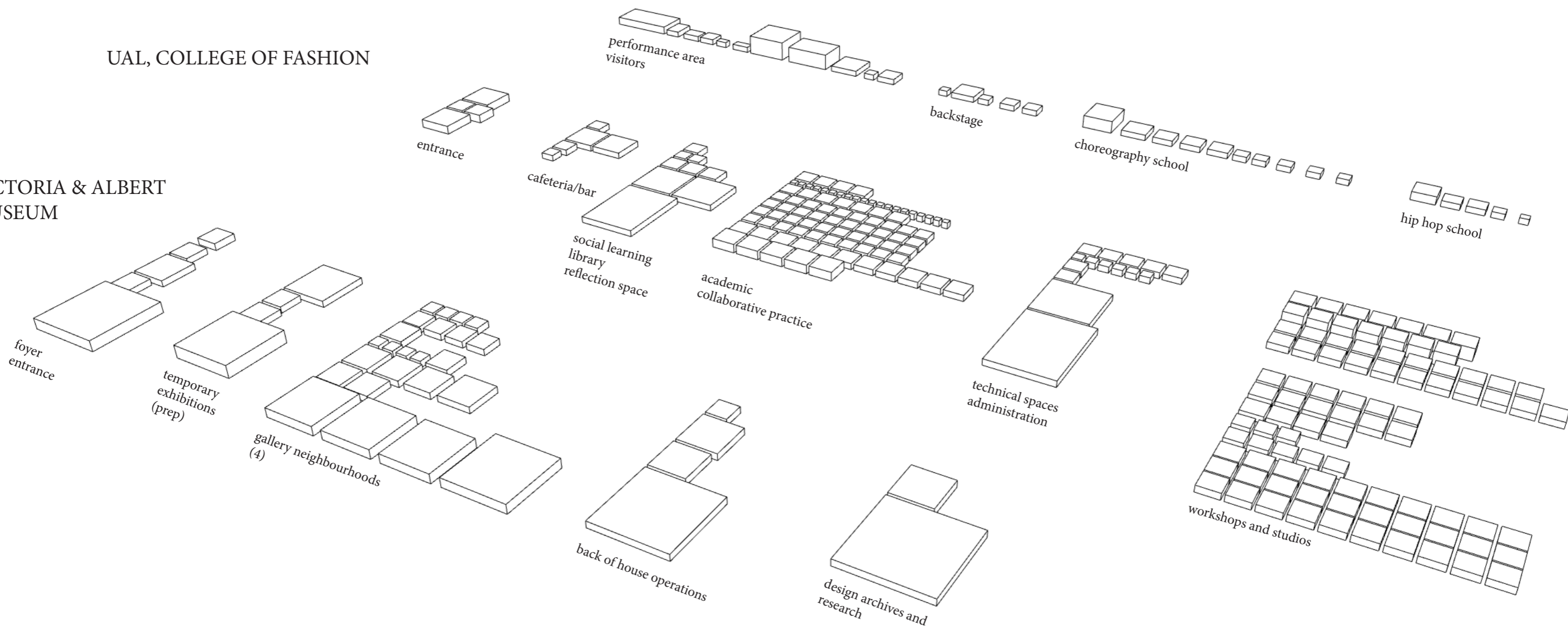




SADLER'S WELLS

UAL, COLLEGE OF FASHION

VICTORIA & ALBERT  
MUSEUM

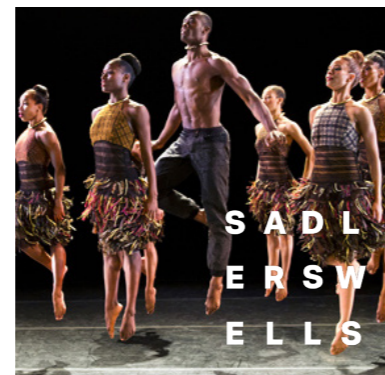






COLLEGE OF FASHION  
design; textile as envelope of the body

32'000 m<sup>2</sup>



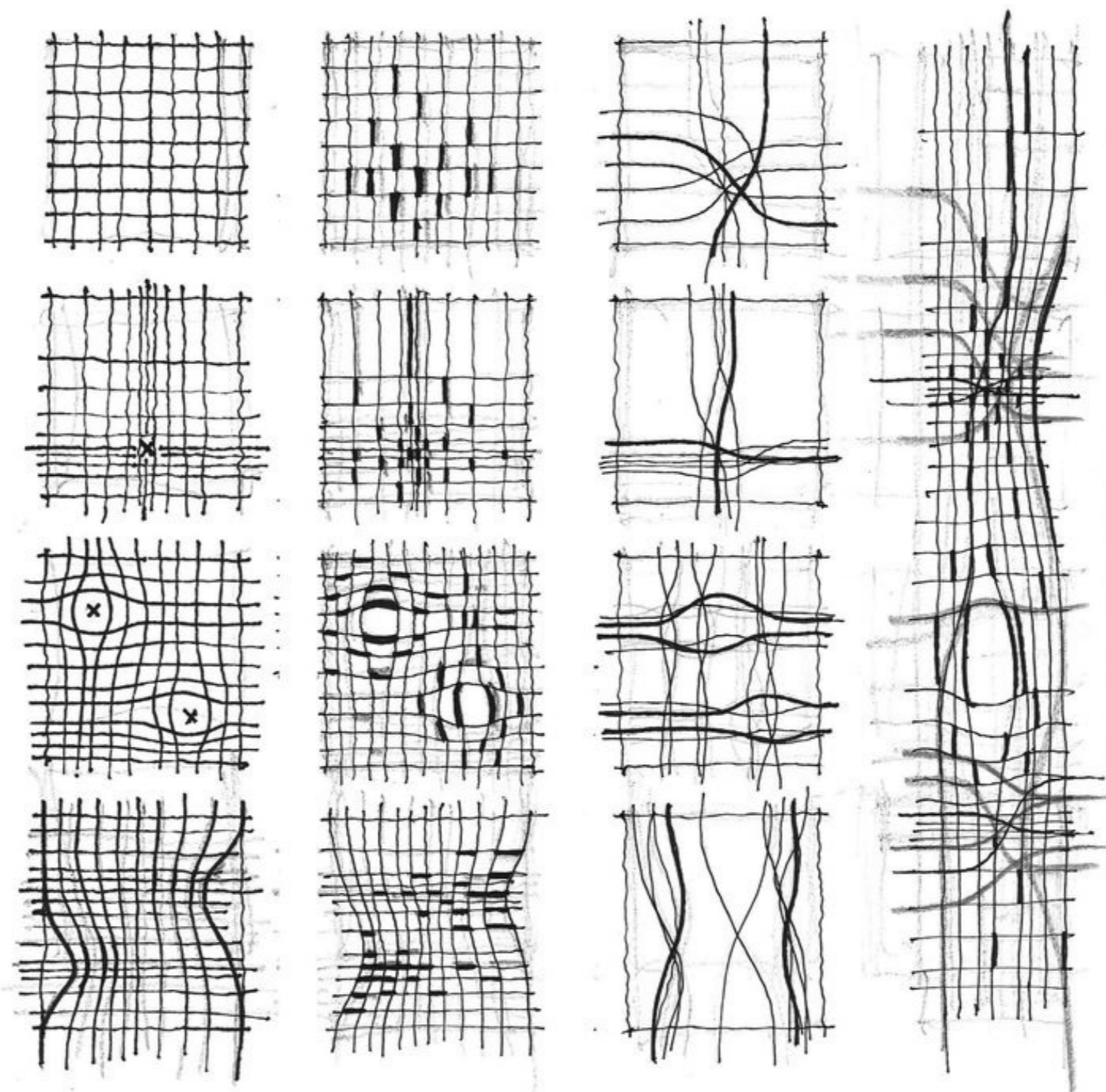
DANCE THEATER AND SCHOOL  
performance; movement of body

6'700 m<sup>2</sup>

VICTORIA & ALBERT MUSEUM  
exhibition, archive, research, conservation of textiles

20'000 m<sup>2</sup>

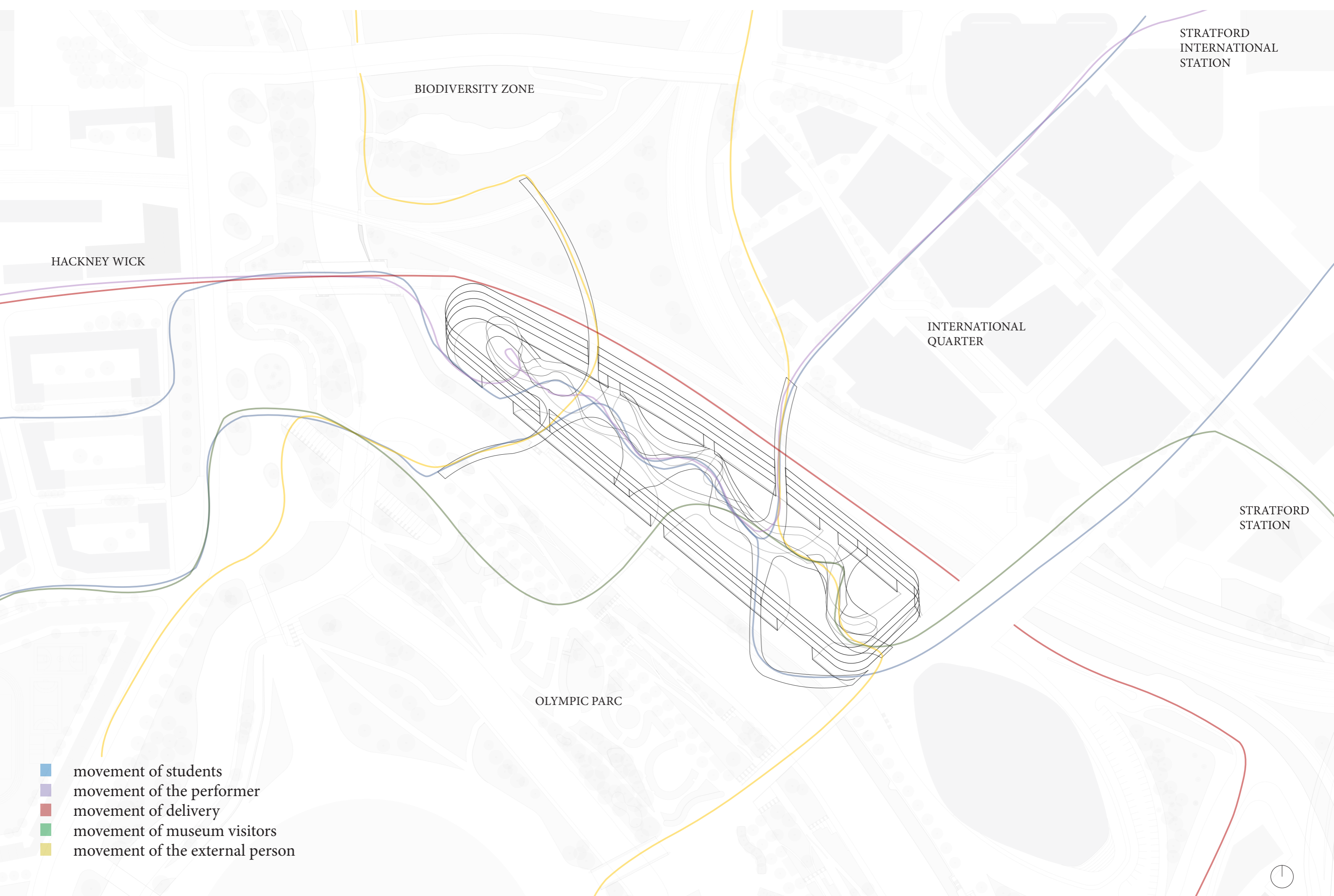












HACKNEY WICK

BIODIVERSITY ZONE

INTERNATIONAL QUARTER

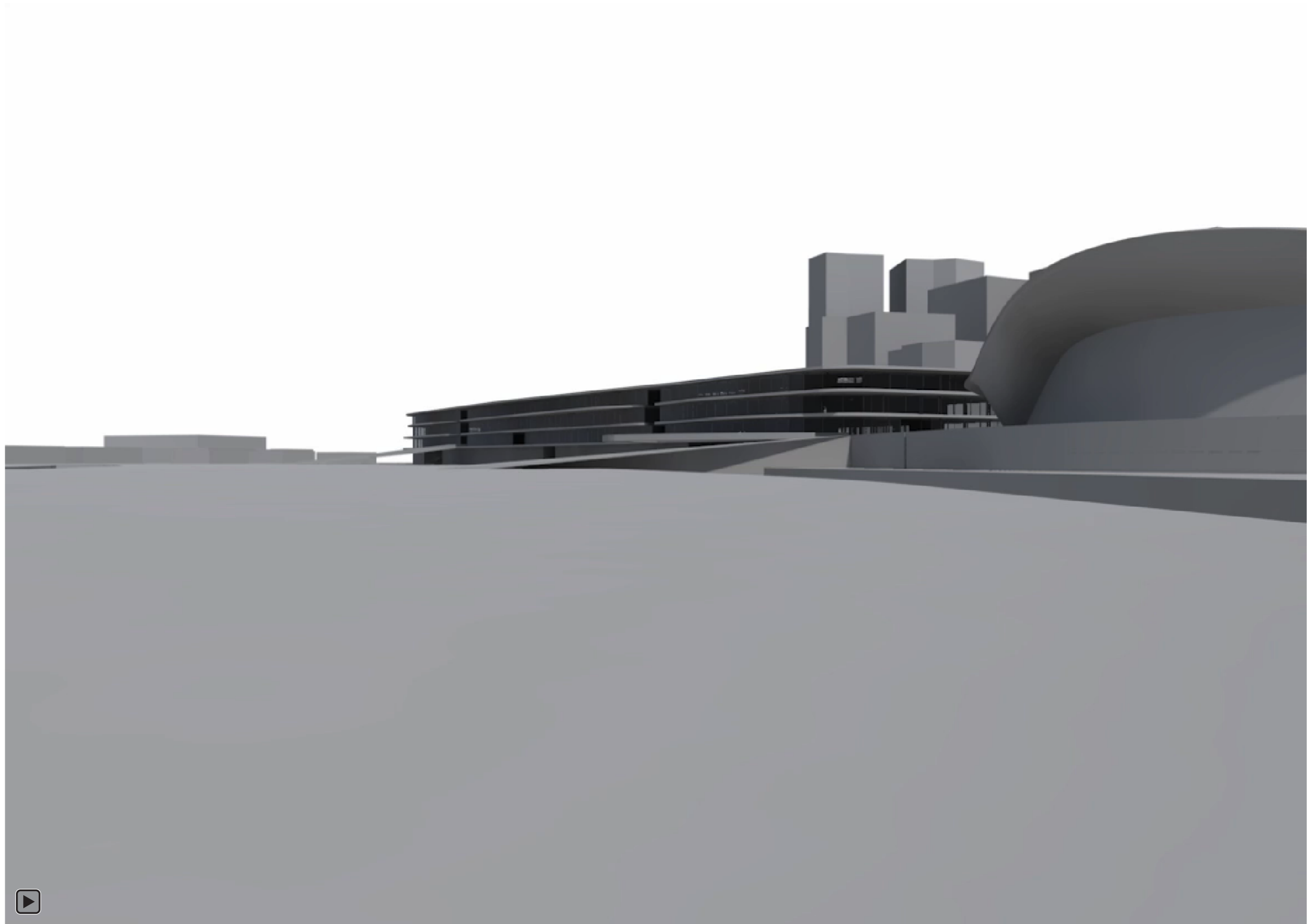
STRATFORD INTERNATIONAL STATION

STRATFORD STATION

OLYMPIC PARC

- movement of students
- movement of the performer
- movement of delivery
- movement of museum visitors
- movement of the external person





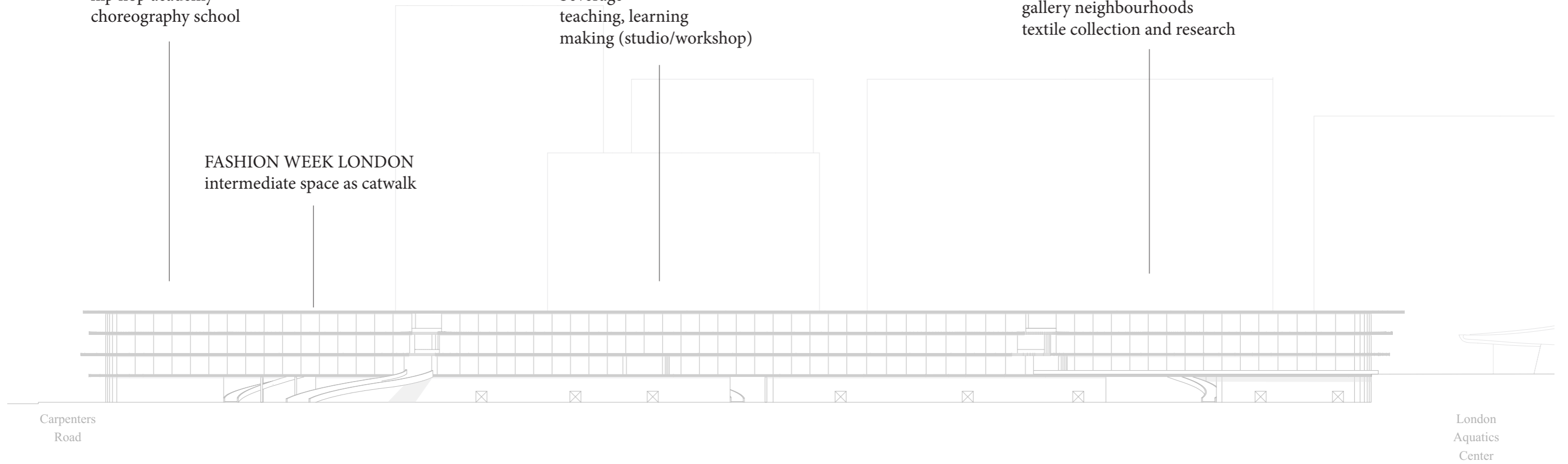


SADLER'S WELLS  
performance stage  
hip hop academy  
choreography school

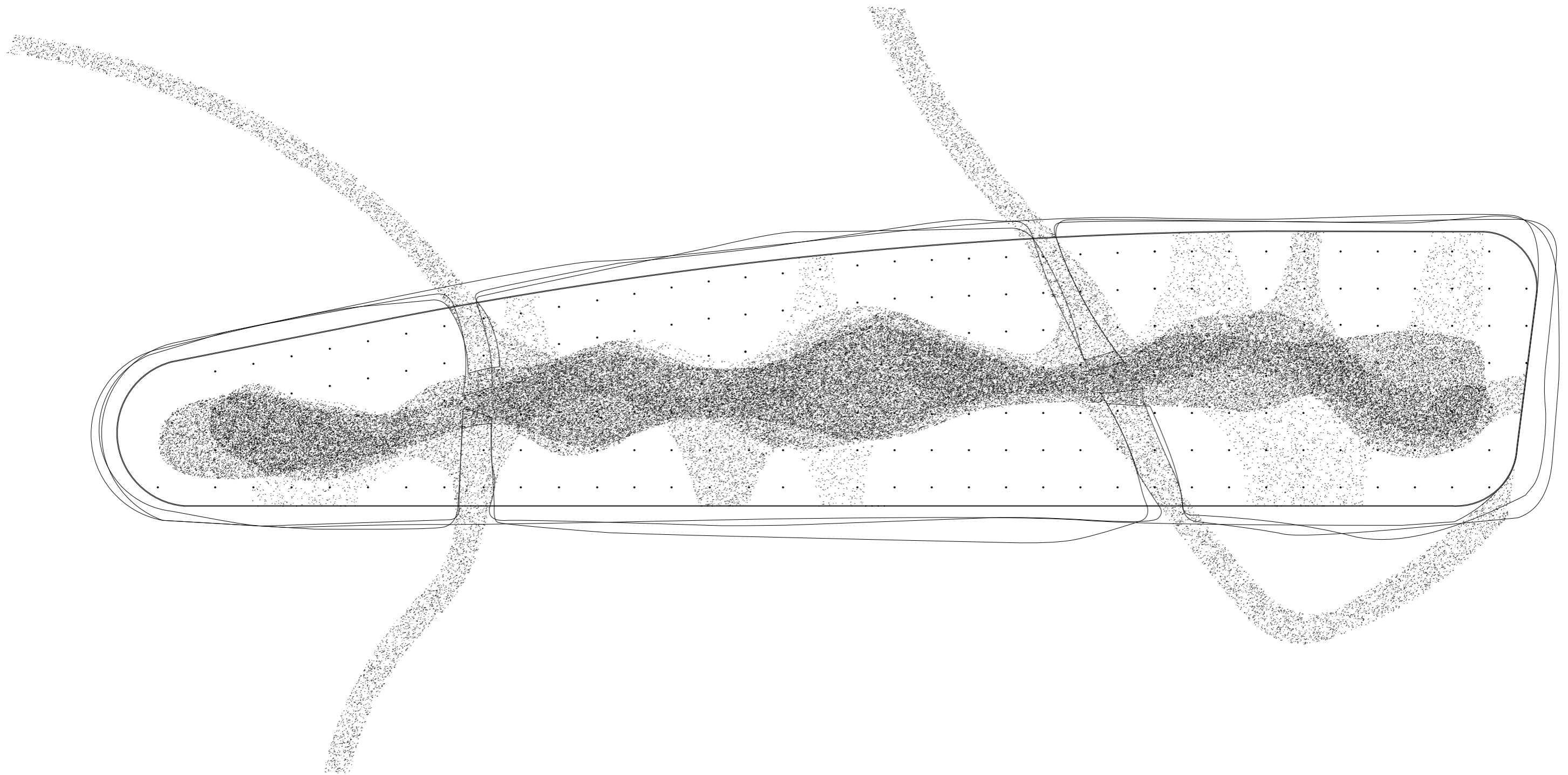
FASHION WEEK LONDON  
intermediate space as catwalk

COLLEGE OF FASHION  
entrance, administration  
beverage  
teaching, learning  
making (studio/workshop)

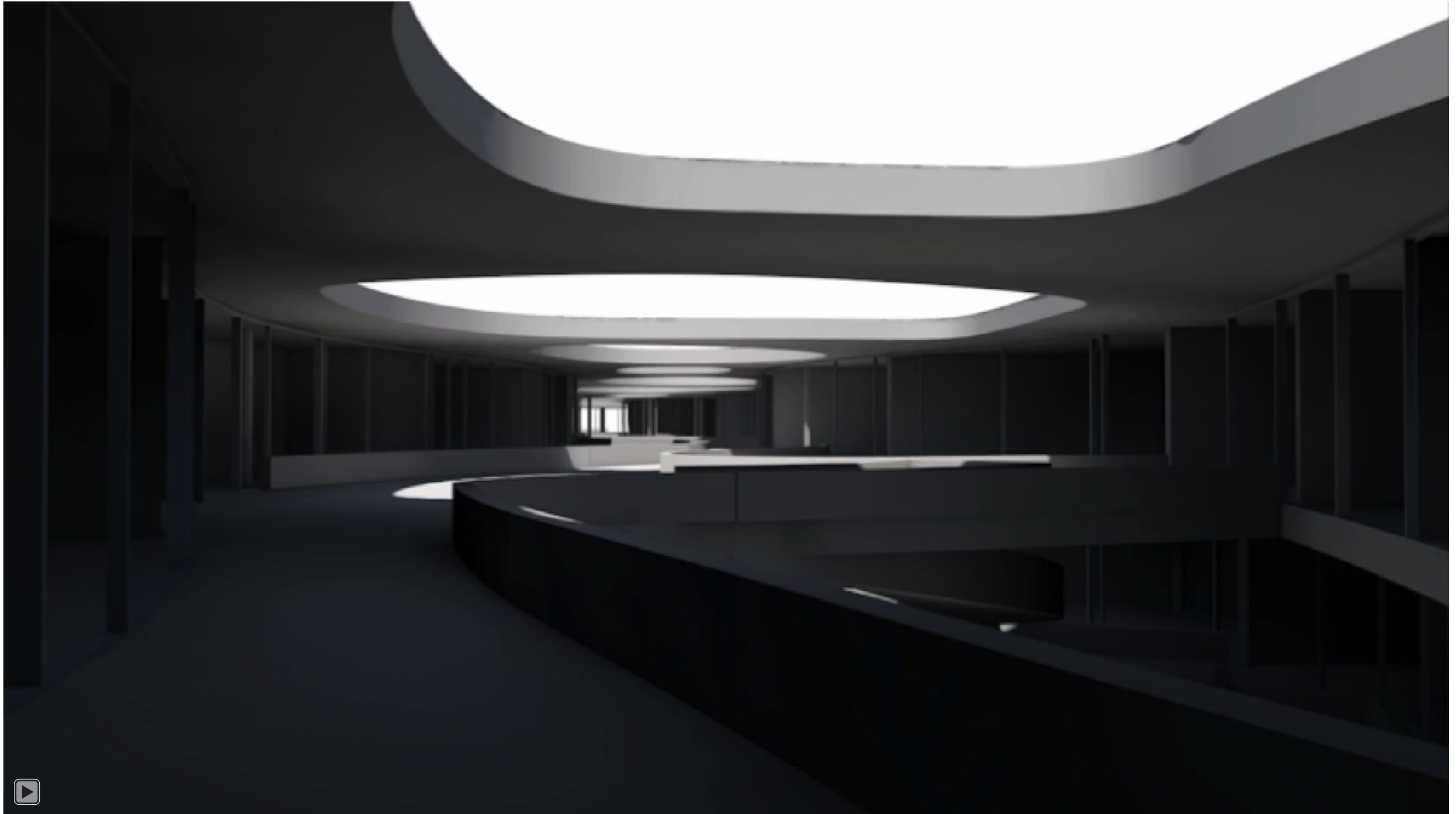
VICTORIA & ALBERT MUSEUM  
temporary gallery space  
gallery neighbourhoods  
textile collection and research

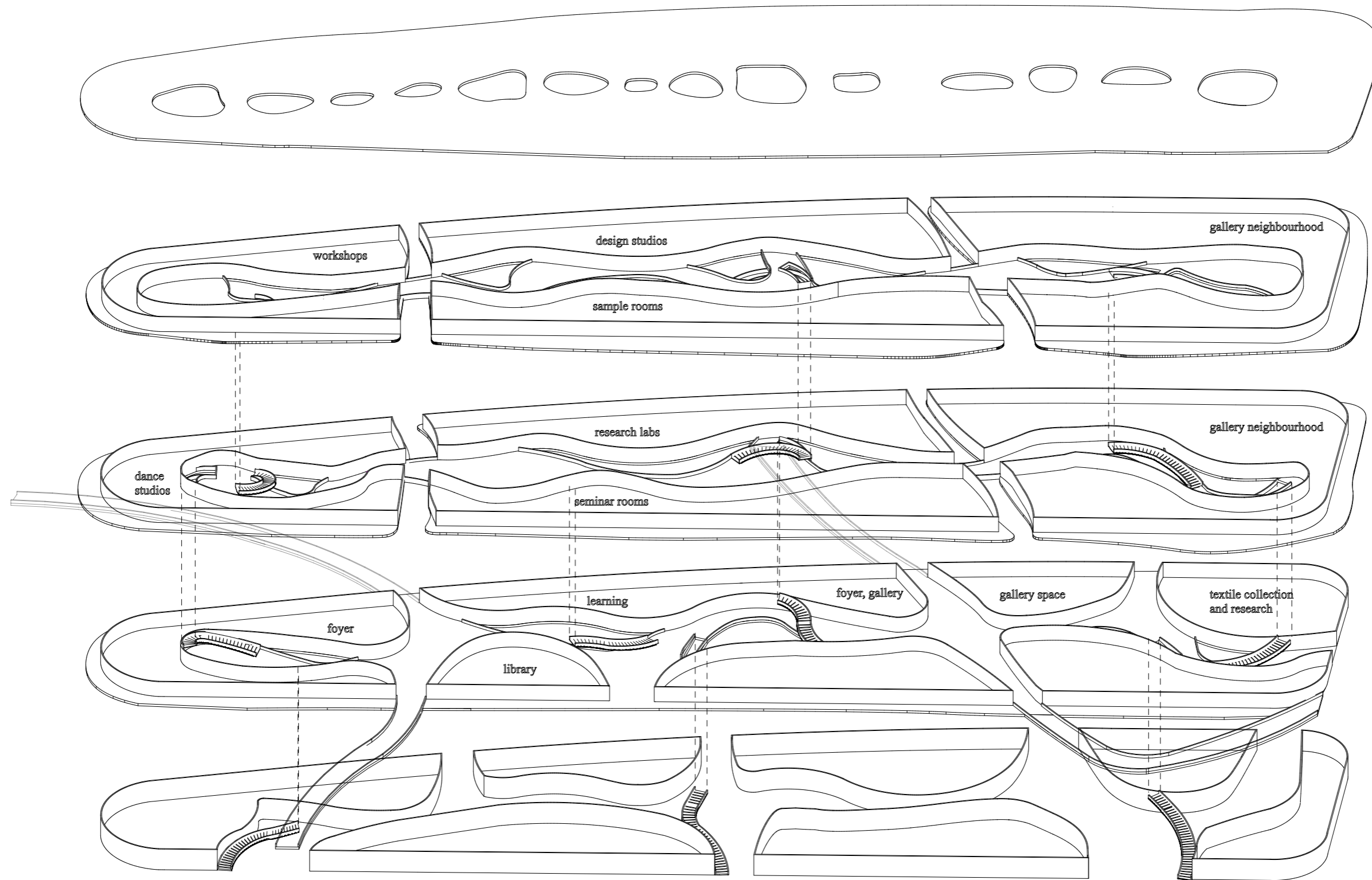


50m

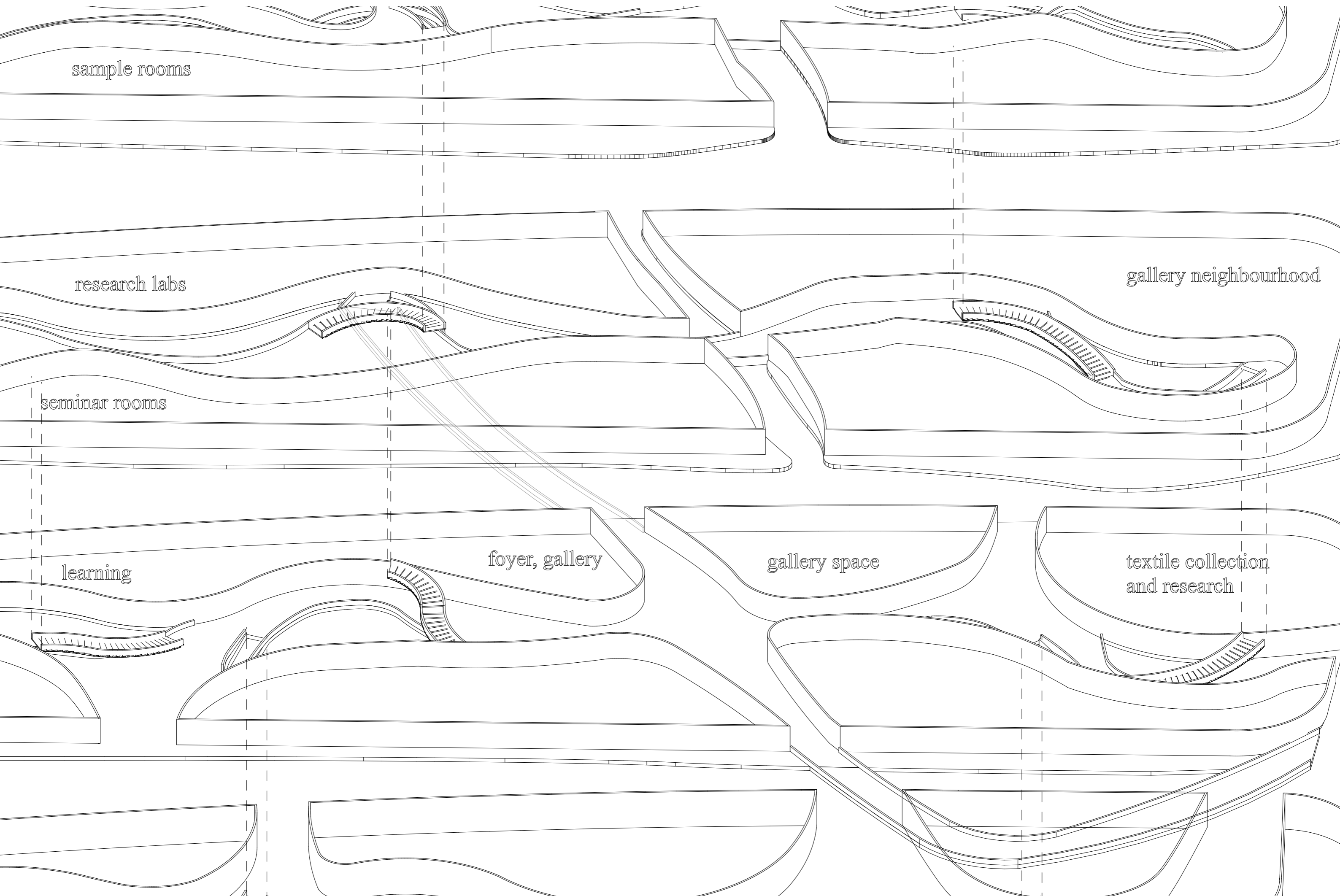












sample rooms

research labs

seminar rooms

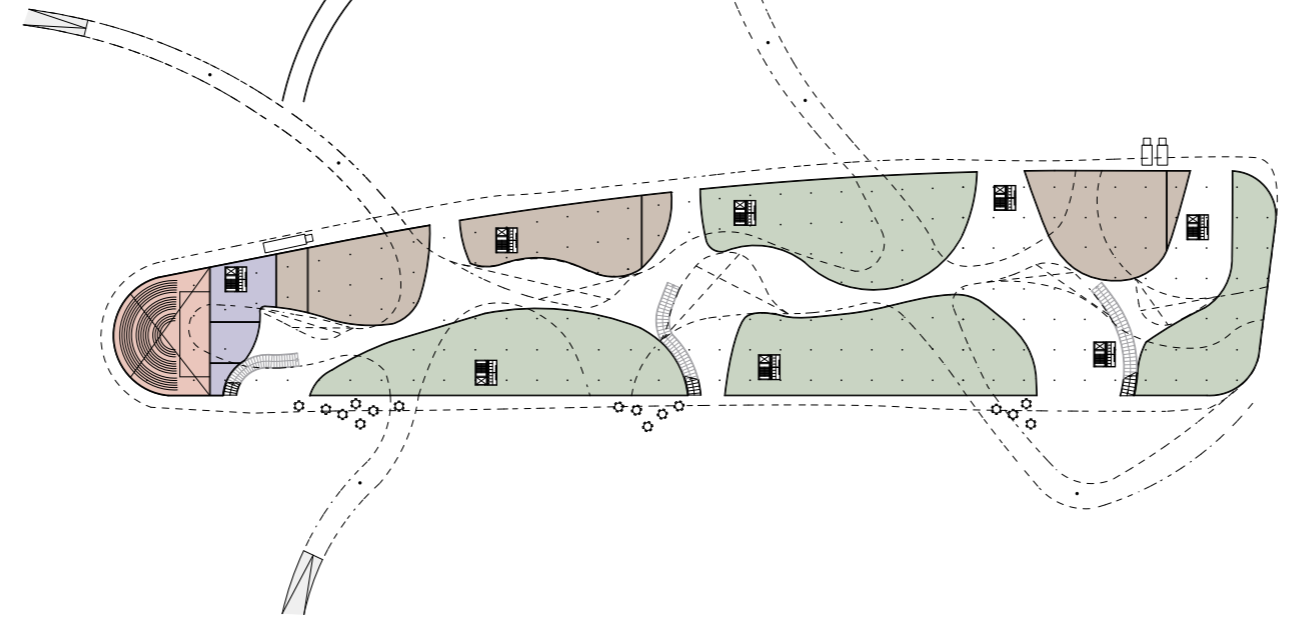
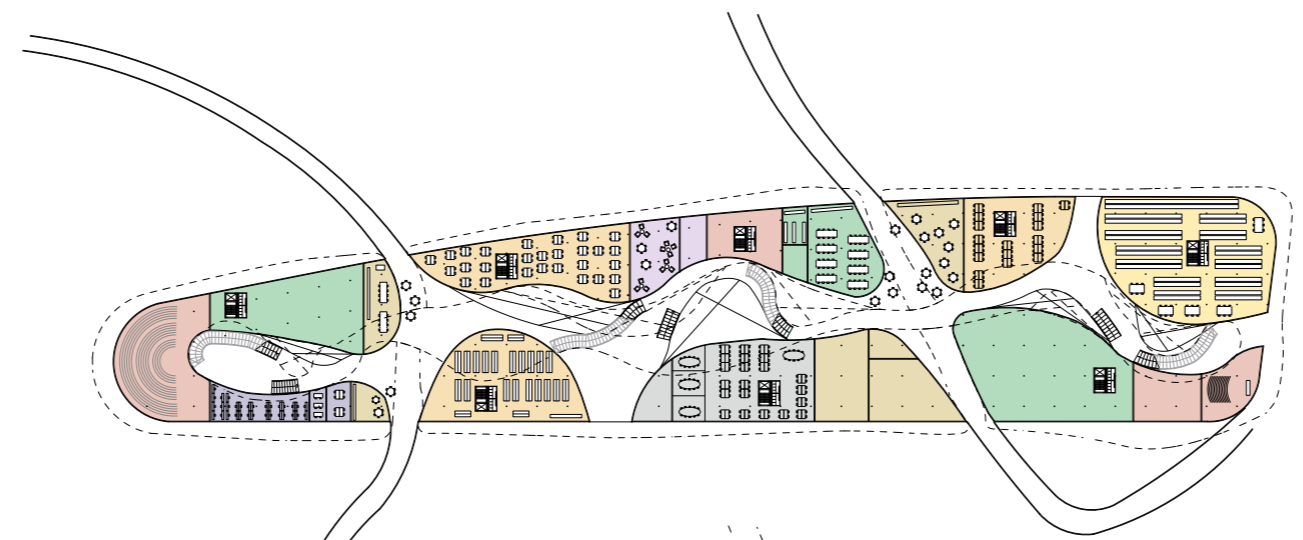
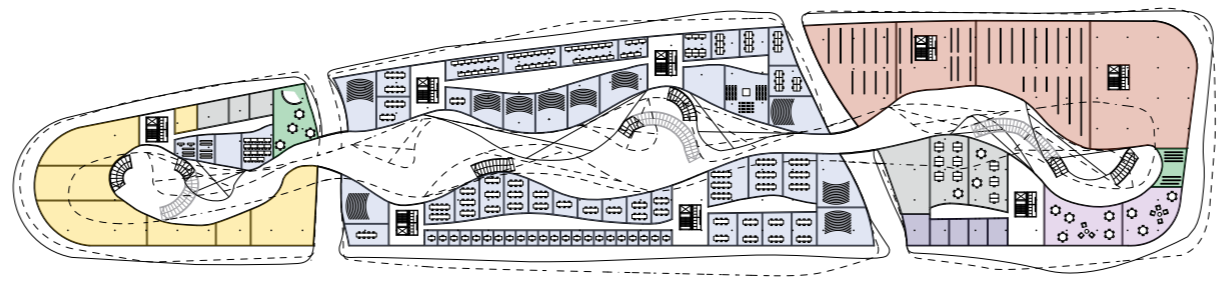
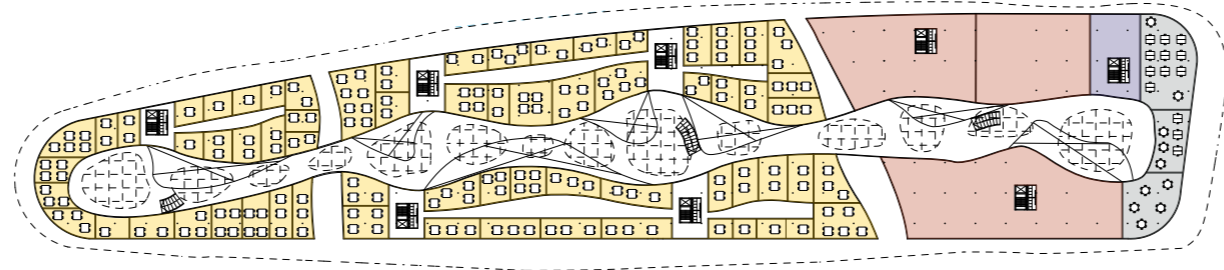
learning

foyer, gallery

gallery space

textile collection  
and research

gallery neighbourhood



- retail
- technical spaces
- performance/exhibition space
- backstage
- administration, storage
- entrance, merchandising, ticketing
- learning
- studio/workshops
- teaching
- common spaces, stores
- catering, beverage



