



On|Off Launches Paris Showroom

This October, On|Off is set to launch an independent showroom in the heart of the French capital

From the **3rd – 7th October**, On|Off will open the doors to its first stand alone showroom in Paris. Recognising a shift in what buyers are seeking, On|Off has chosen an intimate space situated at **Galerie 74 rue Quincampoix** - an ideal central location within the fashionable Marais area, which will house unique and handcrafted pieces from 6 innovative and progressive designers.

The designers, who will showcase both clothing and accessories, have been carefully selected by well-known buyer and opinion former, Yasmina Dexter. Dexter has handpicked each label to complement each other as well as for their creative talent, proven production capabilities and the boutique feel that they will bring to the space. Several of the designers have shown previously at On|Off, during London Fashion Week and include: Pam Hogg, Reem, Yang Du Christopher Raeburn, Georgia Hardinge and Graeme Armour.

On|Off Founder and Creative Director, Lee Laphorne, says of the new space:

"It's another first for On|Off this season and we are extremely excited about taking this step in Paris. To be working with a talent such as Yasmina is fantastic and we are thrilled to have the opportunity to work with her to create this unique space with some of the hottest new designer around. We hope to continue raising the On|Off profile and its designers outside the UK, and feel that this is a great platform to do so."

By showcasing carefully selected collections from both emerging and established labels, The On|Off Paris Showroom will deliver a unique offering for buyers, in the heart of Paris, in a contemporary and relaxed environment.

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For further information on On|Off please visit On|Off's new look website, – www.onoff.tv or please contact

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Notes to Editors:

- Live catwalk shows will also be available via **On|Off's** new look website – www.onoff.tv
- **On|Off** was established in 2003 by Lee Lapthorne and was the first independent event of its kind
- **On|Off** has supported over 200 designers and artists over the last 11 seasons, including Jasper Conran, Sinha Stanic, Emma Cook, Pam Hogg, Gareth Pugh, Hannah Marshall, Gardem, Karen Walker and Mark Fast, to name a few