

HERE
AT OUTERNET

S.S. DALEY AW23

As part of London Fashion Week, British fashion designer, S.S. Daley, showcased his Autumn/Winter 2023 collection HERE at Outernet.

The event was a remarkable celebration of British fashion in the heart of the capital, with the presence of fashion icon Anna Wintour and legendary thespian, Sir Ian McKellen, adding to its allure and significance.

The event itself was a first for HERE, with it being our debut fashion show. Collaborating with the renowned Blonstein Productions was an incredible experience. Their team delivered a sensational show that exceeded all expectations.

The space was completely transformed for the show. We made substantial adaptations to the venue, using drapes to reduce the size of the room and strategically block off elements to create the perfect ambiance in line with the show's creative direction.

The nautical theme of S.S. Daley's A/W 2023 collection was seamlessly woven into the venue HERE at Outernet. Sail-covered seating added a touch of maritime charm, while the impactful water visuals were delivered in stunning high definition across our screens, transporting guests into the naval-inspired world of the collection.

The client made use of the Now Spaces in the Outernet district, projecting the same captivating visuals to create a cohesive experience from entry.

Backstage required designated zones for hair, makeup, dressing and content creation. Thanks to the multi-use flex spaces, the team was able to operate smoothly without any interruptions, allowing the fashion showcase to flow seamlessly.

"Working with HERE at Outernet London was a fantastic experience. They understood the type of event we were producing and did everything to accommodate us. The venue is spectacular with a gorgeous rig – LED set up – and sound system that can be totally tweaked to unique requirements. 100% recommend."

Blonstein Productions

