

Series: Fashion Statement

Fashion Statement in London and New York

As fashion week fever takes hold, Kate Carter looks forward to London while Imogen Fox looks back at New York

FASHION DILEMMA



Coming soon to a front cover near you: Alexa Chung and friends. Photograph: Chris Jackson/Getty Images

Where can I get a piece of the London fashion week action?

Brace yourselves, fashion folk, for London fashion week kicks off tomorrow. Prepare yourself for the inevitable: spurious front page pics of Kate Moss/Lily Allen/Geddo offspring staggering out of parties, Alexa Chung camped out in the front row, and much gushing about how London is really where it's at. If, however, you have mysteriously been left off the guest list for the must-be-seen-at parties, fear not, for you can still get your

Fashion Statement has long held a fashion crush on Erin O'Connor. It started when she praised Baby FS at her first show appearance (aged three months - you've got to get them started young, people). Now she's campaigning to make fashion less elitist with the Look fashion show. Erin, you rock. This event is a fashion week first: it's open to consumers (that's you, folks) and features only labels available on the high street. Also, unlike most shows you won't have to wait six months before your must-haves hit the store; they'll be available straight away.

The Look show includes Reiss, French Connection, M&S and Asos.com, and takes place this Saturday 20 February.

One exhibition FS will definitely be seen at is the collaboration between Hetty Rose, designer of fabulous bespoke shoes, and photographer Steven Jones, at Liberty (on floor two from today). Hetty Rose shoes are made from recycled antique kimono fabric - and so, now, is a rather fabulous pin-hole camera.

