



From Lahore to Mayfair: Designer to the stars OSMAN showcases a personal design for The May Fair Hotel, marking its twelfth year as The Official Hotel of London Fashion Week



11th February 2020, LONDON – To celebrate its twelfth year as The Official Hotel of London Fashion Week, The May Fair, A Radisson Collection Hotel, has collaborated with fashion designer and Designer in Residence, OSMAN, to create a bespoke window installation. This year’s theme explores cross border pollination and sustainability – visible to the public today until 22nd February 2020.

Featured in Harper’s Bazaar Arabia, Elle China and the recent cover of Vogue Arabia, OSMAN has gone from strength to strength and forged a niche in luxury womenswear since launching his brand in 2008. Working at the intersection of art and fashion, OSMAN is known for combining his multi-disciplinary design practice with a strong sense of social commentary. His work is shaped by a personal consideration of the contemporary fashion world and the industry’s inherent inequalities, contrasted with depictions associated with the experience of immigration. Garnering numerous awards, it’s no surprise that his unique pieces are not unfamiliar to the spotlight, having appeared on the likes of Beyoncé, Dame Helen Mirren, Celine Dion, Emily Blunt and Lady Gaga.

As part of his partnership with The May Fair Hotel, British-born OSMAN has designed a unique window display which combines art and fashion to depict his theme for London Fashion Week this year: cross

border pollination and sustainability. The iconic gold dress, set in a transportive, revolving display originally appeared within a performance in Lahore, Pakistan. Images of the display can be found [here](#).

As opposed to a traditional catwalk show, OSMAN has chosen to create a film for this year's London Fashion Week to highlight the importance of sustainability. The sold-out panel discussion '*Can we all be beautiful? Beauty, power and access*' will start with a screening of Osman Yousefzada's provocative art film. His film '*Her Dreams Are Bigger*' shines a thought-provoking light on the realities of fast fashion and global concepts of beauty, themes embodied within his window display at The May Fair Hotel.

Having unveiled the windows to the public today, the relationship between OSMAN and the hotel will extend throughout coming months. OSMAN has designed exclusive touchpoints for guests to experience, including distinct key cards and a series of 'OSMAN recommended' dishes available at the award-winning contemporary Italian and Spanish restaurant, May Fair Kitchen. Dishes include:

Pecorino and truffle tortellini with Parmesan crème

Orange and avocado salad with spicy lemon dressing

Chilli panko tiger prawns with jalapeño emulsion

Chilli and lemon roasted chicken skewers

Osman Yousefzada, Designer in Residence said: "*It's a privilege again to design the windows of The May Fair Hotel - The Official Hotel of London Fashion Week. This year my display is shaped by my personal consideration of the fashion industry and the idea of transporting across cultures and borders. This design is signature of the film and panel discussion at Whitechapel Gallery I have created in place of a catwalk show, to explore the idea of sustainability in fashion. I love the freedom of experimenting with fashion and art; creating a display at this renowned hotel has proven the perfect way to do this*".

Botho Stein, General Manager, The May Fair Hotel said: "*We are delighted to mark our twelfth year as the Official Hotel of London Fashion Week with an exclusive design from our Designer in Residence, OSMAN and look forward to guests' reactions to this thought-provoking display which shines light onto important societal issues. The showstopping display will allow OSMAN's iconic style and multidisciplinary practice to come to life throughout the hotel and the streets of Mayfair, reiterating our property as the Hotel of Fashion*".

Anyone wishing to stay in the hotel's chic five-star surroundings can also take advantage of its fantastic London Fashion Week accommodation deals. Find out more about the exclusive overnight The May Fair Hotel packages* on offer [here](#), including 10% off the best available rates.

ENDS

Please contact EHLMedia@edelman.com if you require further information.

EDWARDIAN HOTELS LONDON

Edwardian Hotels London is one of the UK's largest privately owned hotel groups, which has been operating and developing its hospitality portfolio, including upscale five and four star luxury hotels, since Jasminder Singh OBE began his career within the hospitality industry in 1977; forming the beginnings of what would become Edwardian Hotels London.

Today, Edwardian Hotels London owns and operates The May Fair, The Edwardian Manchester, both part of premium lifestyle brand Radisson Collection, 10 Radisson Blu Edwardian hotels across London and a range of luxury restaurant and bar brands, including the award-winning Kitchen concept restaurants; May Fair Kitchen, Bloomsbury Street Kitchen, Peter Street Kitchen, Leicester Square Kitchen, Monmouth Kitchen and May Fair Bar, as well as Steak & Lobster and Scoff & Banter.

Edwardian Hotels London is currently engaged in its latest project, The Londoner. Set to open in June 2020, the world's first super boutique hotel in London's Leicester Square will incorporate a luxury lifestyle hotel, six concept eateries, bars, spa and private screening rooms. It is a member of Preferred Hotels & Resorts' prestigious Legend Collection.

For more information, visit <http://www.edwardian.com>

About OSMAN

Since launching his eponymous label in 2008, Osman Yousefzada has forged a niche in luxury womenswear with an intellectual approach to design, exploring and cross pollinating with other creative disciplines, garnering numerous awards. He is one of the brightest stars in international fashion. With the opening of the House of Osamn in Fitzrovia in 2018, in a historic Georgian townhouse, he unveiled a vision of the future of his brand – a holistic world of art and design.

Osman's family background gave him a grounding in both technique and aesthetics. He grew up in extraordinarily conservative and religious milieu, the son of Afghan and Pakistani parents, in Birmingham. From fashion stints at Central St Martins in London to an MPhil at Cambridge University, he has had a real mix of theology, ritual and contemporary art as well as crossing of continental and cultural borders for inspiration.

Please find more information on his screening [here](#) and panel discussion at Whitechapel Gallery [here](#).

ABOUT BRITISH FASHION COUNCIL

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Britain and London. The BFC Colleges

Council offers support to students through its Foundation, BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.