

**SOMERSET
HOUSE**

step inside think outside



CHARLES JEFFREY X SOMERSET HOUSE

Charles Jeffrey is one of the UK's foremost forces in fashion and is acclaimed by the creative community, media and peers. 'Extravagant shows' - 'a stench of fantasy' - 'British heritage', an 'appreciation for art and craft' and inclusivity are watchwords for the creative force who has dressed Tilda Swinton, Harry Styles and Beth Ditto.



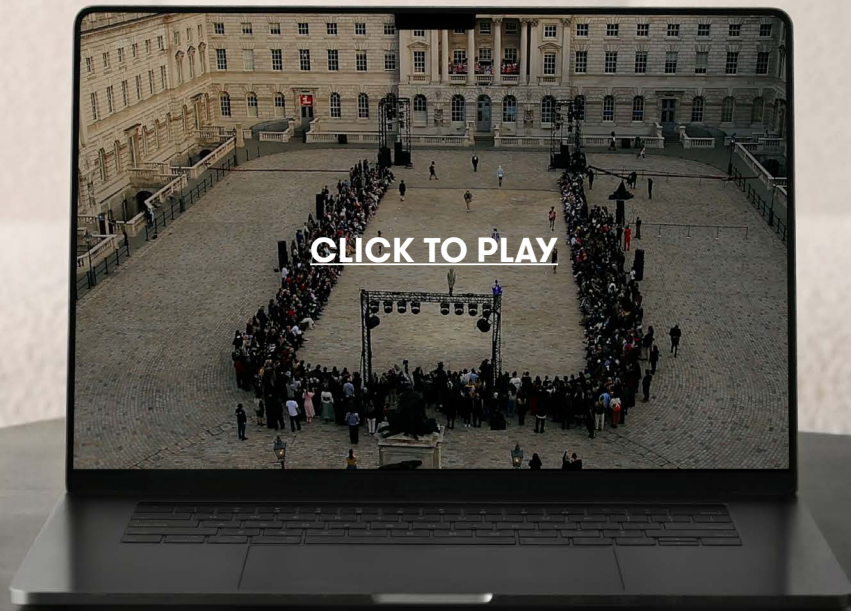
For Charles Jeffrey LOVERBOY, Somerset House was the fitting backdrop to launch the Spring / Summer 25 collection. With 10 marking a milestone in its history, Somerset House was a notable location to mark the brand’s return to London Fashion Week and its decade in residence at Somerset House Studios.

Having graduated from London’s Central Saint Martins in 2015, Charles Jeffrey founded his own fashion label Charles Jeffrey LOVERBOY shortly thereafter. It was named after the cult club night he had hosted weekly in East London to fund his studies and an internship in the haute couture ateliers of Christian Dior in Paris. He is one of Somerset House Studios’ original resident artists and his studio has been based within Somerset House’s community of cultural innovators since 2016.

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The summer show at Somerset House will celebrate the 10th anniversary of his fashion house and will examine the designer’s “sensational impact on the global fashion scene, from club to catwalk”. With it comes the “full spectrum of his prolific output, with newly commissioned works.

Somerset House is a powerhouse for brand activations; is a regular backdrop for fashion, beauty and retail brand experiences and has been a focal point for London Fashion Week since the 2000s.



KEY CONSIDERATIONS

The June event took place across the Edmond J. Safra Fountain Court, River Terrace and Seamens Hall. The show for 450 guests was centered on the Edmond J. Safra Fountain Court with [seating reaching](#) the length of the courtyard to maximise the impact of the runway set amidst the building's neoclassical architecture.

The show was conceived, designed and produced by OBO, a fellow Somerset House resident and noted creative agency who sit at the fore of luxury brand experiences.

The early evening runway show featured a puckish take on traditional masculine signifiers which, for this latest ready-to-wear collection, were framed around the symbols associated with military and gamekeeping.

Beth Ditto, Erin O'Connor featured in the show which required dressing rooms for the runway's 39 models.

The soundtrack to the event was produced in collaboration with Luca Manning and performed by Somerset House Studios choir.

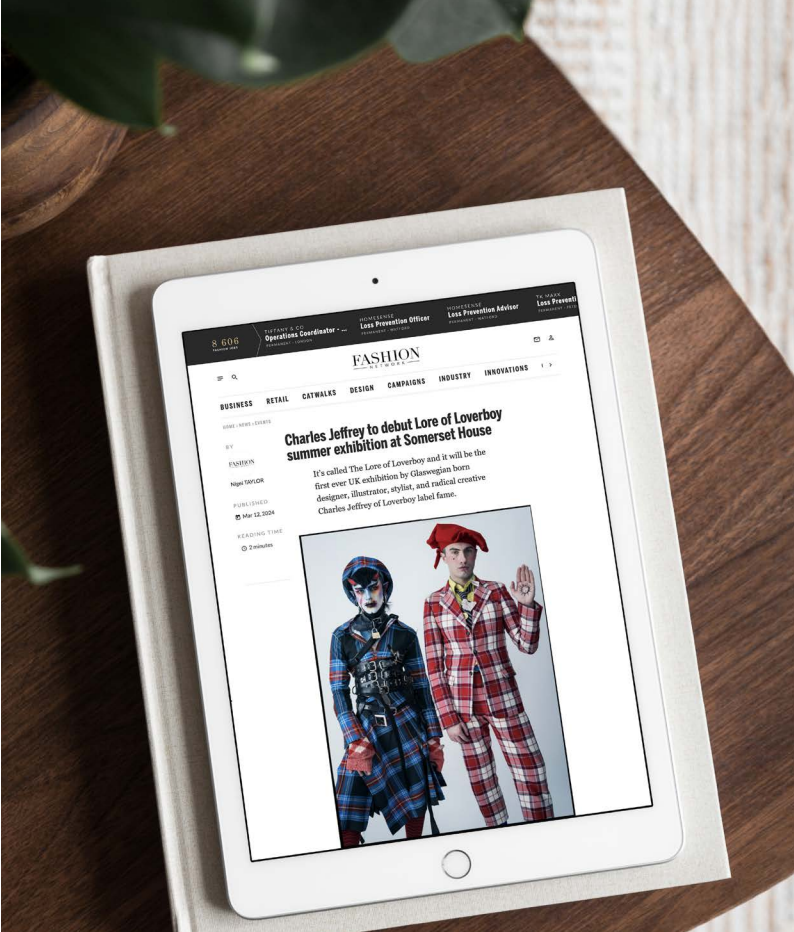
After the preview, guests were invited for drinks and bites and the launch of The Lore of LOVERBOY, an exhibition celebrating the rebellious energy and fierce originality of the brand.

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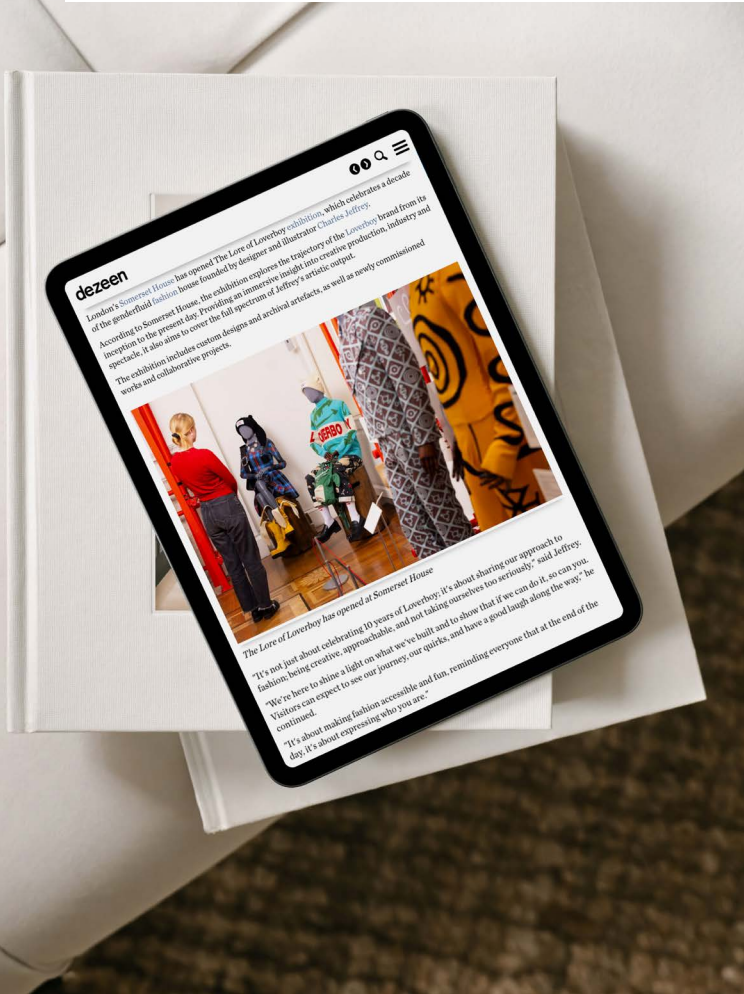
CHARLES JEFFREY AND HIS LOVERBOY PEOPLE PUT ON A BIG, NOISY, ALL-SINGING, ALL-DANCING TAKEOVER IN THE COURTYARD OF SOMERSET HOUSE FOR HIS 10TH ANNIVERSARY.

BETH DITTO WAS DOING THE SINGING-BELTING OUT PATTI SMITH'S "GLORIA" WITH BACK-UP, FROM A BALCONY, BY THE SOMERSET HOUSE CHOIR-WHILE JEFFREY'S MADCAP BAND OF FRIENDS SKIPPED, WHIRLED, AND CHUCKED ROSE PETALS.

VOGUE



SOMERSET HOUSE, THE HOME OF CULTURAL INNOVATORS





ABOUT SOMERSET HOUSE

Step Inside, Think Outside

As the home of cultural innovators, Somerset House is a site of origination, with a cultural programme offering alternative perspectives on the biggest issues of our time. We are a place of joy and discovery, where everyone is invited to Step Inside and Think Outside.

From our historic site in the heart of London, we work globally across art, creativity, business, and non-profit, nurturing new talent, methods and technologies. Our resident community of creative enterprises, arts organisations, artists and makers, makes us a centre of ideas, with most of our programme home-grown.

We sit at the meeting point of artistic and social innovation, bringing worlds and minds together to create surprising and often magical results. Our spirit of constant curiosity and counter perspective is integral to our history and key to our future.

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<https://www.somersethouse.org.uk/venue-hire>