

Press Release

J&J Carter Ltd help Swarm UK raise the roof at this years London Fashion Week

September 2012

J&J Carter were called upon this month by Swarm UK, who specialise in the supply of interactive and experiential installations for brand communication. They had been contracted to provide a large technical unveiling structure at this years London Fashion Week for the well known British fashion brand, Burberry Prorsum.

London Fashion Week is an apparel trade show held in London twice a year. The front row of this years Burberry show saw the likes of Andy Murray, First Lady Samantha Cameron and One Directions Harry Styles.

J&J Carter Ltd, one of the UK's leading manufacturers of tensile fabric structures, were contracted to assist with the design and undertake the manufacturing of the retractable "reveal" covers.

The challenging design required a membrane which was a light as possible, readily available from a U.K stockist and met the technical characteristics to achieve success.

J & J Carter using their supply chain, located a suitable fabric in the U.K which could be delivered quickly to enable immediate fabrication.

Due to the short fabrication period provided, meant staff had to work all hours to achieve delivery. Robert Carter of J & J Carter commented "I am very grateful to our dedicated fabrication who made this project a success for all involved."

In all, 2500 square metres of black PVC covers were made, with various design challenges. As the show began, the black PVC covers were retracted, revealing a translucent structure. With the help of synchronized lighting features, it created the illusion of an outside surrounding, whilst in the warm confinement of the tent.

If you would like more information on J&J Carter please visit www.jjcarter.com

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