

# Los Angeles Times

Fashion Diary: L.A. fashion designers say 'Hello world'



In the last four seasons, rising stars **Erdem Moralioglu, Mark Fast and Todd Lynn** have all participated in the London Showrooms. The enterprise has been so successful, in fact, that it moved to New York City for a three-day stint last week at the **Soho Grand Hotel**.

The London Showrooms are organized by the **British Fashion Council**, a nonprofit supported by industry and government funding, most recently a roughly \$6.2-million (U.S.) grant from the Mayor of London's office.