

PRESS RELEASE, Madrid, July 20th, 2023

ACCIDENTAL CUTTING part of the official schedule on September 2023 edition at London Fashion Week

September 16TH, 2023, 11.00 GMT

Accidental Cutting is delighted to announce that our brand is part of the provisional schedule for **London Fashion Week (LFW) September 2023**. The digital show will take place **16th September** as a digital show. London Fashion Week is a global showcase of talent that curates and amplifies excellence in creativity, culture, and commerciality.

ACCIDENTAL CUTTING/ Eva Iszoro:

ACCIDENTAL CUTTING is a fashion brand and an experimental pattern cutting method, created by Eva Iszoro. The method is focused on finding original and non-existent volumes through random and accidental abstract patterns.

Since 2020, Eva Iszoro has explored virtual reality as a means of creating and communicating through fashion, and of generating digital artworks.

www.accidentalcutting.com

@accidentalcutting

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Link_designer´s profile_official schedule London Fashion Week:

<https://londonfashionweek.co.uk/designers/accidental-cutting>