



Frequently Asked Questions by Shoppers

Q: What is Fashion's Night Out?

A: Fashion's Night Out is an unprecedented global initiative created in 2009 to celebrate fashion, restore consumer confidence, boost the industry's economy during the recession, and put the fun back in shopping.

Q: What are the hours of Fashion's Night Out?

A: The official hours are 6PM – 11PM on Tuesday 23rd September 2014. Some Fashion's Night Out participants will be hosting events earlier in the day, so be sure to check with your favourite brands to find out what their big plans are.

Q: Is Fashion's Night Out happening only in London?

A: No. Fashion's Night Out is a global initiative. The UK event is focused on Regent Street, Oxford Street, South Molton Street and Brook St, London W1. Some retailers will be providing exclusive online promotions on Fashion's Night Out for customers to take advantage.

Q: Do I have to pay for a ticket?

A: No. You just need to keep an eye on how your favourite brands along the key streets are celebrating Fashion's Night Out and then ensure you allocated it to your schedule.

For more updates, keep an eye on www.vogue.co.uk/fashions-night-out