

The Bewildered Blogger

The young bloggers heart drops to her stomach, when she realizes this is definitely not London Fashion Week..

The temperature was at an extreme in July, when blogger @FashionWithFran checked the post box outside her quiet Devon home. Awaiting inside was the elegantly folded envelope, with her name and address, hand scribbled in beautiful cursive. Although Fran knew exactly what was inside, she proceeded to open the invitation carefully, trying her best to keep it in pristine, "instagram worthy" condition.

After penning down the dates and time on her laptop calendar, she uploads a photo captioned "@FashionWithFran takes on #LFW" She knew the best way to prepare was to start a packing list even if it is a few months early. Fran has attended London Fashion Week for 6 consecutive years, ever since the birth of her online fashion blog, @FashionWithFran. Within those years, her web-blog has accumulated over 500 viewers a day, as well as nearly 10k twitter followers, and a grand total of 96.2k instagram followers, her proudest accomplishment. She likes to consider herself one of the best at what she does, and by the looks of it, the market was really missing their fair share of "outfit of the day" posts, set in her beautiful, picturesque village in Devon.

"What does one pack for #LFW?" Was the title of the most recent article posted on her website, and after weeks spent packing and preparing, the perfect portable wardrobe is complete. The contents include: multiple vintage dresses thrifted from her granny's wardrobe, a couple floral printed blouses (mostly Zara), three pairs of heels that look almost identical (But serve completely different purposes, Fran points out. "Black heeled sandals go with any day-time outfit, while black court heels are perfect for evening wear, and after parties. And the last pair of black heels are covered in light pink fur, simply because these are a #LFW must!") And of course she could not forget her go-to Balenciaga City bag, a "bloggers favourite". Along with her tickets, two iphones, makeup bag, ipad, laptop, and notebook, Fran feels as if she has all she will ever need, better not forget to post a perfectly arranged photo of the contents of her suitcase, captioned " #LFW, I'm ready for you!".

When the day finally arrived, Fran boarded the train in her favourite travel outfit, she quotes "You must always look your best, you never know when it could be time for a photo opp. More importantly, you never know who you might run into". Extremely bothered that her two phones ipad, and laptop cannot reach wifi while on the train, Fran boredly resorts to a couple of makeup touch-ups, while skimming through the street style pages of Glamour magazine. After what feels like the train ride of a lifetime on the cold, and raining september day, Fran finally reaches her destination, and is

desperate to grab quick coffee, and to make sure her followers know @FashionWithFran has officially arrived at #LFW, before setting off in her complimentary cab, to find her hotel in the heart of the Central London. After having to lug her Louis Vuitton carryall bag to her hotel room, Fran decides to spend the ends of her day resting, out of the miserable weather. While sipping bottomless lattes, Fran spends the day editing photoshoots, and blog posts to upload to @FashionWithFran, "Tomorrow is the big day! #LFW" she tweets to her followers.

The next morning was greeted with breakfast in bed, and a couple of hours scrolling through instagram. With nerves and excitement taking a hold of her, Fran takes her time getting ready, putting on the outfit she chose months ago, as her "#LFW Day 1. #OOTD" (Which translates to London Fashion Week Day 1, Outfit Of The Day). Looking her absolute best, and ready to take on the shows, Fran hands her cab driver her ticket, and directs him to bring her to the first venue. After a couple makeup touch-ups in the cab, Fran states she can "almost taste the front row."

Arriving at the first venue, Fran can only see a massive queue of people standing under their umbrellas in the rain. "Typical London weather." she thinks to herself. But determined to not let a little London rain ruin her #LFW, Fran skips the queue and jumps right to the front, showing her bloggers pass for fast entry. After being seated in the front row, she finds it the perfect time to prepare

herself for the show, as well as do a little celebrity spotting. Who might she see? While searching through the rows of seats, Fran notices that not only are there no free gift bags under her seat, but everyone seems to have worn raincoats, hats, and scarves rather than their best #LFW outfits. "Maybe this is the newest S/S17 trend?" What a perfect idea for a new blog post she scribbles in her notebook. Just as Fran grabs the press release from under her seat, the lights dim, and the models begin to work their way down the runway. With a pen in one hand, and an iphone in the other, she documents the array of looks walking past. A long red tartan skirt starts the show, proceeded by a man wearing a blue kilt, followed by lots of full plaid. "Inspired by Alexander McQueen, A/W 1995." Fran jots down in her notebook.

After the show comes to a close, and the lights go up, Fran quickly searches through her camera roll to see which photo can be uploaded instantly. After finding the best shot of a young model in a red tartan shawl, she quickly makes a few edits, sticks on a filter, and adds the perfectly paired caption "Highland Rape inspired first show at #LFW" As Fran clicks away, she notices the only location on instagram nearby tags "Glasgow city centre". Confused and bewildered, Fran grabs her tickets from her bag, and checks the address of the venue. With "Glasgow Heritage Fashion Week, Sponsored by The Scottish Fashion Council" boldly printed on the bottom, her heart drops to her stomach when Fran realizes this is definitely not London Fashion Week.

