



London Fire Brigade teams up with fashion designer to celebrate LGBTQ+ community with special exhibition

Forget the catwalk, London Fire Brigade staff strutted their stuff on the fire station forecourt when they teamed up with fashion designer Patrick McDowell and photographer Lou Jasmine for a unique London Fashion Week display.

Staff from across the Brigade were captured in a series of one-off shots staged by Lou and Patrick at Euston Fire Station to showcase Patrick's new collection in a celebration of the LGBTQ+ firefighting community.

The collection, made from upcycled materials, is inspired by iconic firefighting items including personal protective equipment, fire hose and fire helmets.

The photos will go on display as part of a special exhibition, alongside some of the garments from the collection, at Euston fire station open day on September 18 as part of London Fashion Week, which also coincides with London Design Festival.

Patrick, whose dad was a firefighter in Liverpool, said: "London Fire Brigade's supportive, vibrant and diverse LGBTQ+ community was what made this collaboration such a joy to be involved with."

"As someone who grew up with the firefighting community, it was amazing for me personally to see people in a fire station being so welcoming and open. It shows that things are now moving in the direction they should always have been."

Lou Jasmine said: "We want everyone to realise that you can be a firefighter and still be part of the LGBTQ+ community."

"Everyone was so excited and so full of energy for the photo shoot, it's been an incredibly heart-warming day."

Natalia Proctor, Chair of the London Fire Brigade LGBT+ Network, who took part in the fashion shoot, said: "At London Fire Brigade, we want to be representative of the communities we serve, and that includes LGBTQ+ communities."

"We hope these photos inspire people in the LGBTQ+ community, who may previously have thought that they were unable to be a firefighter, to think again. We want people to be able to come into work and do their job without worrying about hiding themselves, so they can focus on the important stuff - serving and protecting Londoners."

To see more of Patrick's work, including his Firefighting collection, visit:

<https://www.patrickmcdowell.co.uk/>

To see more of Lou's work visit:

<https://www.loujasmine.com>

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