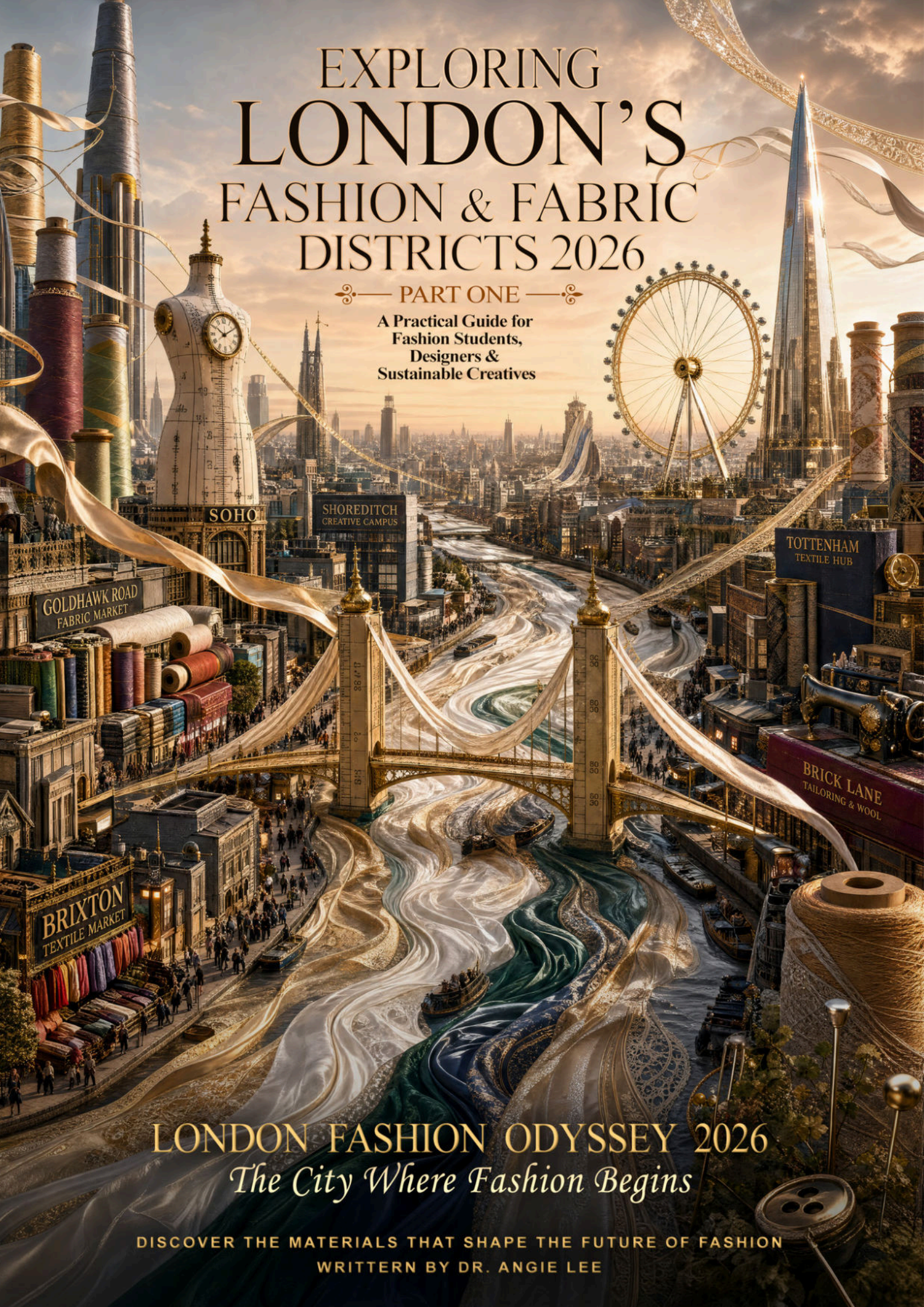




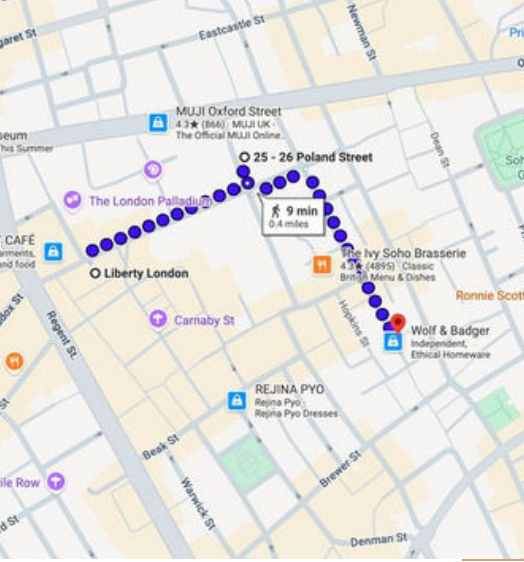
EXPLORING LONDON'S FASHION & FABRIC DISTRICTS 2026

— PART ONE —

A Practical Guide for
Fashion Students,
Designers &
Sustainable Creatives

LONDON FASHION ODYSSEY 2026
The City Where Fashion Begins

DISCOVER THE MATERIALS THAT SHAPE THE FUTURE OF FASHION
WRITTEN BY DR. ANGIE LEE



Exploring London's Fashion & Fabric Districts 2026

Part 1

A Practical Guide for Fashion Students, Designers & Sustainable Creatives



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London has long been recognised as one of the world's leading fashion capitals, where creativity, craftsmanship and innovation come together. In 2026, the city's garment districts have evolved far beyond traditional wholesale streets, becoming vibrant hubs that connect heritage textile suppliers, sustainable innovation, creative communities and independent designers.



Whether you are a fashion student developing your first collection, an emerging designer searching for unique fabrics, or a sustainable brand looking for responsible sourcing, London offers an unrivalled journey of discovery. From luxurious silks in Soho and designer deadstock fabrics in East London to specialist trims and hardware in Camden, every neighbourhood tells its own story and offers a unique sourcing experience.

Central London – Soho & Berwick Street

Hidden just behind Oxford Street, Berwick Street and the surrounding Soho district remain the beating heart of London's fashion sourcing scene. These historic streets are home to generations of specialist fabric merchants, haberdasheries and trim suppliers that supported fashion designers, Savile Row tailors, theatre productions and leading fashion schools for decades.

Among the district's best-known suppliers is Misan Fabrics, renowned for its exceptional collection of jacquards, lace, silk, velvet, brocade and couture fabrics. It remains a favourite destination for designers searching for luxurious textiles for eveningwear and runway collections.

Just a short walk away, MacCulloch & Wallis continues to be an essential stop for fashion students and costume designers. Its extensive selection of ribbons, buttons, zips, threads, fastenings and professional sewing makes it one of London's most respected haberdasheries.

Students from Central Martins, London College of Fashion and the University of Westminster regularly visit for both technical supplies and creative inspiration.

No visit to Soho would be complete without stepping inside Liberty. Housed within its iconic Tudor-style building, Liberty is celebrated worldwide for its signature floral prints, premium cottons, silks, woollens and luxury fashion fabrics.

Beyond its beautiful textiles, the haberdashery department offers an elegant collection of ribbons, buttons and sewing accessories. Although positioned at the premium end of the market, Liberty remains an essential destination for inspiration, seeking timeless British craftsmanship and exceptional textile design.

Today, Soho is no longer simply a traditional garment district. Alongside its heritage suppliers, the area has embraced a new generation of fashion entrepreneurs searching for designer deadstock fabrics, low-volume sourcing solutions and innovative textiles that support sustainable and circular fashion.

West London – Shepherd's Bush & Goldhawk Road

For designers working with tighter budgets, Goldhawk Road and Shepherd's Bush Market remain among London's best-kept sourcing secrets. Unlike Soho's boutique atmosphere, this lively multicultural neighbourhood offers a more relaxed shopping experience, where colourful rolls of fabric spill onto pavements and independent retailers showcase everything from cottons and jerseys to lace, sequins, linings and dressmaking essentials.



A favourite among fashion students is Misan West, known for offering high-quality fabrics at discounted prices, including surplus and clearance textiles from previous collections. The area continues to attract theatre costume departments, independent designers and start-up fashion labels, allowing them to source an entire collection within walking distance while keeping production costs under control.

To be continuous for East, South and North London for Next

Quick London Fashion Sourcing Guide 2026

Whether you're creating your first fashion collection or launching a diverse brand, independent districts offer something for every designer.

Luxury & Couture Fabrics Soho, Liberty, Misan Fabrics

Affordable Student Goldhawk Road, Shepherd's Bush, Misan West

Designer Deadstock & Sustainable Textiles Tottenham, Simply Fabrics, East London

Haberdashery & Trims MacCulloch & Wallis, William Gee, London Trimmings

Metal Hardware & Accessories Camden

Wholesale Fabric Warehouses Tottenham – Vega Textiles

Reference:
Central London
Misan Fabrics Soho- 6 Berwick Street, London W1F 0DR
MacCulloch & Wallis - 25-26 Poland Street London W1F8QN
Liberty - Regent Street London, United Kingdom W1B 5AH

From heritage fabric merchants and specialist haberdasheries to sustainable textile suppliers and creative innovation hubs, London continues to inspire designers from around the world. Whether you are sourcing luxury couture fabrics, affordable student materials or eco-friendly deadstock textiles, the city's fashion districts remain an essential destination for creativity, craftsmanship and sustainable fashion development. The best way to experience London's fashion industry is not only through its runway shows, but by exploring its fabric streets, meeting passionate suppliers, and discovering the materials that bring great design to life.

West London
Misan West Outlet Store -21-23 Goldhawk Road, London W12, 8QQ
Goldbrick Fabrics -20 Goldhawk Rd, London W12 8DH

探索倫敦時尚與面輔料街區 2026（上篇）

時裝學生、設計師與永續時尚創意人的採購指南

文：Dr. Angie Lee | 研究助理：顧詠珊（香港樹仁大學新聞與傳播學系專業實習生）



倫敦一直被譽為全球最具影響力的時尚之都之一，也是無數設計靈感誕生的地方。在這裡，時尚不只是伸展台上的華麗作品，更蘊藏於每一條街道、每一家布料店，以及每一位默默支持設計師創作的面輔料供應商之中。

踏入 2026 年，倫敦的時尚採購版圖已經歷了全新的蛻變。昔日以布料批發聞名的服裝街區，如今已發展成融合百年工藝、永續創新、創意社群及獨立設計文化的時尚生態圈，吸引來自世界各地的設計師、品牌買家及時裝學生前來探索。

無論你正在製作人生第一個畢業系列、創立個人品牌，還是尋找更具可持續性的採購方案，倫敦依然是全球最值得深入探索的時尚採購城市。從 Soho 的高級訂製面料、東倫敦的設計師庫存布（Designer Deadstock），到 Camden 的特色五金配件，每一個街區都擁有不同的特色，也述說著屬於自己的時尚故事。



倫敦市中心 – Soho 與 Berwick Street

如果說巴黎孕育高級訂製時裝，那麼 Soho 則是倫敦時尚創意的重要起點。

隱身於 Oxford Street 後方的 Berwick Street 及 Soho，多年來一直是倫敦最具代表性的布料採購區。這裡聚集了歷史悠久的布料商、專業輔料店及紡織供應商，數十年來一直為時裝設計師、Savile Row 高級訂製裁縫、劇場服裝製作團隊，以及 Central Saint Martins、London College of Fashion 等世界知名時裝學府提供創作所需的材料。

其中，Misan Fabrics 一直深受設計師喜愛，店內提供高品質提花布（Jacquard）、蕾絲、真絲、天鵝絨、錦緞及高級訂製面料，是不少設計師尋找晚裝及時裝秀系列布料的首選。



步行數分鐘便可到達 MacCulloch & Wallis，這間擁有悠久歷史的專業輔料店，是許多時裝學生與戲服設計師心目中的「必訪名店」。店內提供各式絲帶、鈕扣、拉鍊、縫紉線、扣具及專業縫紉工具，除了滿足技術製作需求，更為創作帶來源源不絕的靈感。

來到 Soho，更不能錯過英國最具代表性的百貨品牌 Liberty。坐落於充滿歷史韻味的都鐸式建築內，Liberty 以經典印花、頂級棉布、真絲、羊毛及高級時裝面料聞名全球，其精緻的輔料部亦收藏了大量絲帶、鈕扣及縫紉配件。雖然定位高端，但對於追求英國工藝、美學設計及創作靈感的設計師而言，依然是一處值得細細品味的時尚殿堂。

今天的 Soho，早已不再只是傳統服裝製造區。除了保留百年布料文化之外，也逐漸吸引更多永續時尚品牌及新世代設計師進駐，尋找設計師庫存布、小批量採購方案，以及適合循環時尚（Circular Fashion）的創新紡織材料。

西倫敦 — Shepherd's Bush 與 Goldhawk Road

如果 Soho 展現的是精品布料的魅力，那麼 Goldhawk Road 則是許多時裝學生與獨立設計師心中的「尋寶天堂」。

相比 Soho 的精品氛圍，Goldhawk Road 充滿濃厚的社區文化與多元民族特色。街道兩旁堆滿各式各樣的布料，從棉布、針織布、蕾絲、裡布到亮片面料及各類服裝輔料應有盡有，而且價格親民，是不少學生製作畢業作品及新品牌開發系列的重要採購地點。

其中 Misan West 專門提供高品質折扣面料，包括品牌庫存布及過季面料，讓設計師能以較低成本找到高品質材料，因此深受時裝學生及新創品牌歡迎。

Goldhawk Road 至今仍然吸引不少劇場服裝製作團隊、獨立設計師及小型品牌前來採購。由於店鋪集中、交通便利，設計師往往能在短短一個下午完成整個系列所需的面料搜羅，堪稱倫敦最具效率的布料採購街之一。

下篇預告

在**《探索倫敦時尚與面輔料街區 2026（下篇）》**，我們將繼續深入東倫敦、南倫敦及北倫敦，探索更多設計師私藏的採購熱點，包括永續布料供應商、設計師庫存布（Designer Deadstock）、特色輔料店，以及大型布料批發倉庫，帶你全面了解倫敦最新的時尚採購版圖。

倫敦時尚採購速查指南 2026

無論你正在製作人生第一個時裝系列，還是準備創立自己的品牌，倫敦不同的採購街區都能滿足各種設計需求。

高級時裝與訂製面料 Soho、Liberty、Misan Fabrics

學生及高性價比面料 Goldhawk West、Shepherd's Bush、Misan

設計師庫存布與永續面

Tottenham、Simply Fabrics、East London 縫紉輔料與服裝配件 MacCulloch & Wallis、William Gee、London Trimmings

五金配件與服裝飾件 Camden

布料批發倉庫 Tottenham-Vega Textiles

從百年布料老店、專業輔料供應商，到永續紡織企業及創新時尚社群，倫敦始終走在全球時尚產業的前沿。無論你尋找的是高級訂製面料、學生友善的採購選擇，還是符合循環時尚理念的環保布料，這座城市總能帶來源源不絕的創意與驚喜。

真正體驗倫敦時尚，不只是欣賞伸展台上的作品，更是走進每一條布料街、每一家特色店鋪，親手觸摸每一塊布料，與熱愛時尚的人交流，感受一件優秀作品如何從一塊面料開始，最終走向世界舞台。

