

# FASHION EAST

AUTUMN WINTER 2017

SUPPORTED BY TOPSHOP

PRODUCTION: FAMILY LTD  
MAKE-UP: M.A.C COSMETICS  
HAIR: BUMBLE AND BUMBLE

FASHION EAST THANKS OUR SPONSORS:

HEADLINE SPONSOR TOPSHOP  
FOUNDING PATRON THE OLD TRUMAN BREWERY  
GREATER LONDON AUTHORITY  
M.A.C COSMETICS  
BUMBLE AND BUMBLE

& WITH SPECIAL THANKS TO:

OFER, JASON & TAMSIN @ THE OLD TRUMAN BREWERY  
MARY HOMER, SHEENA SAUVAIRE, KATE PHELAN & CAROLINE ADAMS @ TOPSHOP  
OUR PANEL: CHARLIE PORTER, CHARLIE HARRINGTON,  
FRAN BURNS, KAY BARRON, LAUREN COCHRANE,  
MANDI LENNARD, RICHARD SLOAN, RUTH HICKMAN AND SARAH MOWER.  
STEPHANIE POWER & CHARLOTTE BUSH  
NICKI BIDDER, SOPHIE JEWES,  
PEJAE BROOKS & CHARLIE SPENCER @ STARWORKS LONDON  
KATIE GRAND, MADELEINE OSTLIE,  
& BEN MATTHEWS

LULU THANKS THE AMAZING FASHION EAST TEAM:

NATASHA BOOTH, RAPHAELLE MOORE,  
HELENA FLETCHER + CELINE ANTAL

@FASHION\_EAST  
FASHIONEAST.CO.UK

# FASHION EAST AW17

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(IN RUNNING ORDER)

## SUPRIYA LELE PRESENTATION

NEWCOMER SUPRIYA LELE FOUNDED HER BRAND AFTER BA AT EDINBURGH COLLEGE OF ART FOLLOWED BY AN MA AT THE ROYAL COLLEGE OF ART IN 2016. THE COLLECTION EXPLORES THE DUALITY BETWEEN HER INDIAN AND BRITISH CULTURAL IDENTITY, AND DIALOGUES BETWEEN THE FEMALE BODY AND ITS RELATIONSHIPS. CONCENTRATING ON THE INTERPLAY BETWEEN HIGH AND LOW FABRICATIONS, LELE REWORKS TRADITIONAL INDIAN TEXTILE TECHNIQUES AND EMBELLISHMENT THROUGH A REFINED CONTEMPORARY LENS.

AW17 IS SUPRIYA LELE'S FASHION EAST DEBUT.

SUPRIYALELE.COM  @SUPRIYA\_LELE

## MIMI WADE

MIMI WADE IS A BRITISH AMERICAN DESIGNER AND BA GRADUATE FROM CENTRAL SAINT MARTINS. WADE IS HEAVILY INFLUENCED BY OLD HOLLYWOOD FILMS AND THEIR POSTERS, TAKING INSPIRATION FROM POWERFUL FEMALE PROTAGONISTS, INCLUDING HER STARLET GRANDMOTHER "GRANNY PAMMY" AND OLD SCHOOL GLAMOUR. MIMI WADE IS STOCKED INTERNATIONALLY IN LEADING RETAILERS INCLUDING SELFRIDGES (LONDON), OPENING CEREMONY (NEW YORK & LA), ISETAN, THE FOUR EYED, K3 AND SARANT (JAPAN).

AW17 IS MIMI WADE'S THIRD COLLECTION WITH FASHION EAST AND HER CATWALK DEBUT.

CARGOCOLLECTIVE.COM/MIMIWADE  @MIMI.WADE  @MIMI\_WADE

## ASAI

BRITISH-ASIAN DESIGNER A SAI TA COMPLETED HIS BA AT CENTRAL ST MARTINS, WHERE HIS UNIQUE OVERLOCKING EMBROIDERY WON A L'OREAL PROFESSIONNEL TALENT AWARD. AFTER STUDYING ON THE MA PROGRAMME, A SCHOLARSHIP PLACEMENT AT THEORY, AND A POSITION AT KANYE WEST'S YEEZY, HE RETURNED TO LONDON TO FOCUS ON HIS OWN WORK. TA'S CREATIVE PROCESS EXPLORES AUTHENTICITY,

ANTI-PERFECTIONISM, ADAPTABILITY, AND REACTION.

AW17 IS ASAI'S DEBUT WITH FASHION EAST.

WWW.ASAITA.CO.UK  @ASAITAKEAWAY

## MATTY BOVAN

YORK-BORN MATTY BOVAN LAUNCHED HIS BRAND IN 2016 AFTER COMPLETING HIS MA AT CENTRAL SAINT MARTINS IN 2015. BOVAN'S FASHION EAST DEBUT LAST SEASON LOOKED TO PAGAN FOLKLORE SIGNS AND SYMBOLS. WORKING WITH STYLIST KATIE GRAND, BOVAN'S COLLECTION SHOWCASED HIS LOVE OF FABRICS AND COLOURS REJECTED BY CONVENTIONAL TASTE. VINYL, VELOUR AND DIAMANTES IN A RAINBOW OF SYNTHETIC AND SATURATED TONES WERE KNITTED, SHREDDED, CROCHETED, WOVEN AND PILED TOGETHER WITH SCULPTED JEWELLERY. MATTY BOVAN IS AVAILABLE TO BUY FROM THE FASHION EAST STORE IN SELFRIDGES (LONDON), H LORENZO (LA) AND BOON THE SHOP (KOREA).

AW17 IS MATTY BOVAN'S SECOND SEASON WITH THE SUPPORT OF FASHION EAST.

MATTYBOVAN.COM  @BABBYM  @MATTYBOVAN

## NOTES TO EDITORS:

FASHION EAST IS A NON-PROFIT INITIATIVE SET UP BY LULU KENNEDY AND THE OLD TRUMAN BREWERY IN 2000 TO SUPPORT EMERGING BRITISH TALENT. THE SCHEME HAS LAUNCHED & NURTURED DESIGNERS THROUGH IT'S WOMENSWEAR AND MENSWEAR SCHEME 'MAN' INCLUDING: KIM JONES, JONATHAN SAUNDERS, ROKSANDA, JW ANDERSON, CHRISTOPHER SHANNON, HOUSE OF HOLLAND, GARETH PUGH, SIMONE ROCHA, MARQUES'ALMEIDA, CLAIRE BARROW, RYAN LO, CHARLES JEFFREY LOVERBOY, ASHLEY WILLIAMS, LOUISE GRAY, CRAIG GREEN, WALES BONNER AND MORE.

TOPSHOP IS FASHION EAST'S HEADLINE SPONSOR. IT IS THE SINGLE BIGGEST SUPPORTER OF YOUNG DESIGN TALENT IN THE INDUSTRY AND HAS SPONSORED FASHION EAST SINCE 2003.

GREATER LONDON AUTHORITY: FASHION EAST CONTINUES TO RECEIVE INVALUABLE FINANCIAL SUPPORT FROM THE MAYOR'S OFFICE'S LONDON FASHION SHOWCASING FUND.

## SHOW PR ENQUIRIES:

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