

FASHION EAST

AUTUMN WINTER 2018

SUPPORTED BY TOPSHOP

PRODUCTION: MY BEAUTIFUL CITY
MAKE-UP: M.A.C COSMETICS

FASHION EAST THANKS OUR SPONSORS:

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

& WITH SPECIAL THANKS TO:

OFER, JASON & STEVE @ THE OLD TRUMAN BREWERY
PAUL PRICE, SHEENA SAUVAIRE & CAROLINE ADAMS @ TOPSHOP
OUR PANEL: CHARLIE PORTER, CHARLIE HARRINGTON, FRAN BURNS,
KATE PHELAN, LAUREN COCHRANE, MANDI LENNARD, NATALIE KINGHAM,
RICHARD SLOAN, RUTH HICKMAN AND SARAH MOWER.
STEPHANIE POWER @ MAC COSMETICS
SOPHIE JEWES, JEANNE TERRIER & ANDREW CECILIATO @ STARWORKS LONDON
JAN MILLER & BEN MATTHEWS

LULU THANKS HER AMAZING FASHION EAST TEAM:

NATASHA BOOTH, RAPHAELLE MOORE, HELENA FLETCHER,
EMILY KEOGH & LILY BONIFACE

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 AND NURTURED DESIGNERS THROUGH ITS WOMENSWEAR AND MENSWEAR COUNTERPART 'MAN' INCLUDING: JW ANDERSON, KIM JONES, JONATHAN SAUNDERS, ROKSANDA, RICHARD NICOLL, MARTINE ROSE, CHRISTOPHER SHANNON, HOUSE OF HOLLAND, GARETH PUGH, SIMONE ROCHA, MARQUES' ALMEIDA, CLAIRE BARROW, RYAN LO, CHARLES JEFFREY LOVERBOY, ASHLEY WILLIAMS, GOSHA RUBCHINSKIY, LIAM HODGES, 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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FASHION EAST AW18

SUPPORTED BY TOPSHOP

IN RUNNING ORDER

ASAI

LONDON BORN AND BASED DESIGNER A SAI TA LAUNCHED HIS LABEL ASAI WITH FASHION EAST IN FEBRUARY 2017. AFTER GRADUATING FROM HIS BA AT CENTRAL SAINT MARTINS HE GAINED EXPERIENCE AT THE ROW AND WAS HEADHUNTED FOR A POSITION AT KANYE WEST'S YEEZY A YEAR INTO HIS MA. ASAI TAKES THE FAMILIAR, REIMAGINING AND RECONCEPTUALISING IT, DELVING INTO THE NUANCES OF HIS BRITISH-CHINESE-VIETNAMESE CULTURAL HERITAGE AS A SECOND GENERATION LONDONER. AT THE CORE OF HIS DESIGNS, INTRICATE TEXTILES AND EXHAUSTIVE DETAILS, MIRRORS THE DESIGNER'S APPEAL TO DISRUPT FAMILIAR VISUAL CODES. VEHEMENTLY SUBVERTING LONG-STANDING NOTIONS OF LUXURY FASHION, HIS DESIGNS ARE PROUDLY MARKED WITH THE INSIGNIA OF 'ANTI-PERFECTIONISM'.

AW18 WILL BE ASAI'S THIRD SEASON WITH THE SUPPORT OF FASHION EAST.

WWW.ASAITA.CO.UK @ASAITAKEAWAY

CHARLOTTE KNOWLES

LONDON BASED DESIGNER CHARLOTTE KNOWLES LAUNCHED HER EPONYMOUS BRAND WITH PARTNER ALEXANDRE ARSENAULT UPON GRADUATING FROM THE CENTRAL SAINT MARTINS MASTERS COURSE IN 2017 WITH HER LINGERIE-INSPIRED FINAL COLLECTION. KNOWLES GAINED EXPERIENCE AT ACNE STUDIOS, GARETH PUGH AND MCQUEEN, AND WORKED CLOSELY WITH SHAYNE OLIVER AT HELMUT LANG BEFORE EMBARKING ON HER OWN LABEL. KNOWLES' DEBUT PRESENTATION, HOSTED BY FASHION EAST, SHOWCASED A COLLECTION CONTINUING TO EXPLORE HER PREOCCUPATION WITH CULTURALLY CONSTRUCTED CODES OF FEMININITY. AW18 WILL BE HER CATWALK DEBUT AND SECOND SEASON SHOWCASING WITH THE SUPPORT OF FASHION EAST. CHARLOTTE KNOWLES SS18 WILL BE AVAILABLE AT OPENING CEREMONY NEW YORK, LA AND JAPAN FROM FEBRUARY.

@CHARLOTTEKNOWLESLONDON

SUPRIYA LELE

SUPRIYA LELE FOUNDED HER BRAND FOLLOWING THE COMPLETION OF HER MASTERS DEGREE FROM THE ROYAL COLLEGE OF ART IN 2016. RECURRENT THEMES IN HER WORK FOCUS AROUND AN EXPLORATION OF THE FEMALE FORM VIA A PERSONAL DIALOGUE BETWEEN HER INDIAN AND BRITISH CULTURAL IDENTITY. FOCUSING ON RE-INTERPRETATION AND RE-CONTEXTUALISATION, LELE SUBVERTS ESTABLISHED NOTIONS OF INDIAN FABRICATIONS THROUGH UNCONVENTIONAL MATERIALS RENDERED LUXURIOUS, CREATING A LO-FI AND DYNAMIC APPROACH TO LUXURY. LELE MADE HER LONDON FASHION WEEK DEBUT WITH A STATIC PRESENTATION WITH FASHION EAST FOR AW17 BEFORE MAKING HER FIRST CATWALK APPEARANCE LAST SEASON. AW18 WILL BE HER THIRD SEASON WITH THE SUPPORT OF FASHION EAST.

SUPRIYALELE.COM @SUPRIYA_LELE

SPECIAL GUEST:

SYMONDS PEARMAIN

SYMONDS PEARMAIN IS A FASHION BRAND BY DESIGNER AND ARTIST ANTHONY SYMONDS AND STYLIST MAX PEARMAIN. THE BRAND OPERATES ON THE FAULT LINE OF ART AND FASHION, EXPLORING THE ECONOMIC AND PROGENITIVE POTENTIAL OF THIS INCREASINGLY PROBLEMATIC DISTINCTION. SYMONDS PEARMAIN HAS SHOWN FOR THREE CONSECUTIVE SEASONS, SS17 AND AW17 IN LONDON AND SS18 IN BERLIN WITH ISABELLA BORTOLOZZI GALERIE, AW18 WILL BE THEIR FIRST CATWALK SHOW IN LONDON. SYMONDS PEARMAIN HAS ESTABLISHED A CREATIVE AND CONCEPTUAL DIALOGUE WORKING WITH LIKEMINDED CREATIVES WITHIN THE FASHION AND ART WORLD, INCLUDING DAVID SIMS, WOLFGANG TILLMANS AND TYRONE LEBON. SYMONDS PEARMAIN ARE CURRENTLY REPRESENTED AND SOLD EXCLUSIVELY THROUGH CABINET GALLERY LONDON AND GALLERY ISABELLA BORTOLOZZI BERLIN. SALES ARE MADE BY PERSONAL APPLICATION AND PRODUCED IN SMALL NUMBERED EDITIONS, EACH PIECE SUPPLIED WITH A CERTIFICATE OF AUTHENTICATION.

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