

FASHION EAST

SUPPORTED BY TOPSHOP

NEW DESIGNER LINE-UP FOR FASHION EAST'S 15TH YEAR SHOW AT LFW

Leading support scheme **Fashion East** to show at London Fashion Week in September 2015 with a new mix of designers for it's 15th year.

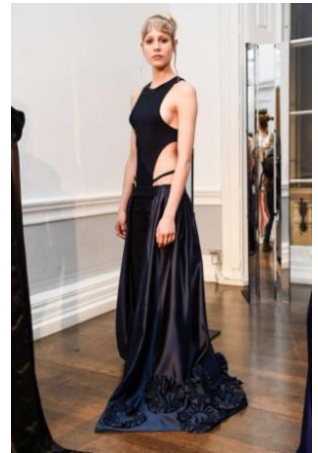
Caitlin Price, returning from her debut in February is joined by two new names; **Richard Malone**, a Central St Martins BA graduate, and **This is The Uniform** by Goldsmiths graduate Jenna Young. All 3 designers will host presentations on Saturday 19th September.

Fashion East Director **Lulu Kennedy MBE**: *"There is a freshness to this season's lineup; all 3 designers are strong-minded individuals and their girl/woman knows what she's about. I'm delighted to be working with them and am enjoying the presentation format – the creativity and freedom is energizing."*

The trio of bright young things have been selected by Fashion East's distinguished panel of editors, buyers and stylists, and follow in the footsteps of alumni including *Gareth Pugh, Jonathan Saunders, House of Holland, Roksanda Ilincic, Simone Rocha, Marques'Almeida, and Ashley Williams*. In addition to the London Fashion Week event, designers also receive financial sponsorship, ongoing business mentoring and a place in a top international sales showroom in Paris.

This season marks Fashion East's 15th year, and 12 years of headline support from **Topshop**, the single biggest supporter of young talent in the industry.

ABOUT DESIGNERS:



CAITLIN PRICE

Caitlin Price is from South London. In 2013 she completed a Masters at Central St Martins and was awarded the Armani Scholarship under the late Professor Louise Wilson OBE. Caitlin debuted with Fashion East in February with a collection blending 19th century elements with contemporary casualwear. Lux duchesse satin tracksuits came softened with hand-pleats and heart appliqué details. Mini cut-out dresses featured long bow tie sleeves and crop tops were off-set with big satin skirts. The collection is available to buy now from stores Machine-A (London), VFILES (NYC), Liger (Hong Kong), Boon (Seoul) and more.

Caitlin-price.co.uk   [@_caitlin_price](https://www.instagram.com/_caitlin_price)



RICHARD MALONE

New name Richard Malone is an Irish born designer living and working in London. He graduated from the Central Saint Martins BA in 2014 where he was awarded the prestigious LVMH Grand Prix scholarship. His 12 look graduate collection opened the press show and was awarded the Deutsche Bank Award for fashion, previously won by Christopher Kane. Soon after Malone launched his eponymous line with an off-schedule presentation in Old Street underground station for AW15, the collection is available to buy now from Brown Thomas (Ireland) and Centre for Style (Melbourne). SS16 will be his on-schedule London Fashion Week debut.

Richard-Malone.com [🐦 @richard__malone](#) [📷 @richardmalone](#)



THIS IS THE UNIFORM

This is the Uniform is a womenswear brand based in London. Jenna Young, from Blackpool, launched the brand in 2013 after completing a fine art textile degree at Goldsmiths University. Conceptual in it's design ethos, This is The Uniform aims to explore social and cultural ideas, whilst focus is also heavily placed on quality and functionality with each piece manufactured in the UK. Collections include re-workings of the humble tracksuit in sheers with ribbon stripes, oversized smocked satin tops and cropped halters in ruby red jewel tones. SS16 will be her London Fashion Week debut.

Thisistheuniform.com [🐦 @theuniformtalks](#) [📷 @thisistheuniform](#)

NOTES TO EDITORS

- **Fashion East** is a non-profit designer support and showcasing scheme launched by Lulu Kennedy MBE and The Old Truman Brewery in 2000 to nurture emerging British talent. Fashion East is responsible for launching the careers of designers including: *Jonathan Saunders, House of Holland, Roksanda Ilincic, Gareth Pugh, Meadham Kirchhoff, Nasir Mazhar, Simone Rocha, Marques Almeida, Claire Barrow, Ryan Lo* and *Ashley Williams*.
- Womenswear designers are selected by a panel of leading industry experts: **Brix Smith-Start** (*START Boutique*), **Charlie Harrington** (Contributing Fashion Editor, *Harpers Bazaar*), **Charlie Porter** (Men's Fashion Critic, *Financial Times*), **Francesca Burns** (Freelance stylist and consultant), **Kay Barron** (Fashion Features Director, *Porter*), **Lauren Cochrane** (Assistant Fashion Editor, *The Guardian*), **Mandi Lennard** (Founder, *Mandi's Basement*), **Richard Sloan** (Creative Consultant) and **Sarah Mower MBE** (Contributing Editor, *Vogue US & Style.com*).
- **Topshop** continues to support Fashion East. It is the single biggest supporter of young design talent in the industry and has been headline sponsor of Fashion East's womenswear scheme since 2003.

Fashion East SS16:

12:30 – 14:30 Saturday 19th September 2015

For LFW ticket requests:

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