

FASHION EAST

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FASHION EAST ANNOUNCES NEW DESIGNERS AND SHOW FORMAT FOR SPRING/SUMMER 2013

Fashion East introduces an exciting mix of new designers, static presentations, plus a salon show, within a new venue in the heart of St. James. The non-profit project continues to be supported by Topshop for the nineteenth season.

Fashion East's panel have selected newcomers **Claire Barrow** and **Ryan Lo** to present their debut collections, whilst **Maarten van der Horst** returns for a third season of support.

Susie Lau of *StyleBubble.co.uk* says:

"Fashion East's new line-up for SS13 is once again a really diverse selection, one that feels rebellious against the clean and minimal aesthetics of many of London's younger designers. There's a real 'handcrafted with love' vibe with new designers Ryan Lo and Claire Barrow, and it will be exciting to see how Maarten van der Horst progresses."

This season Fashion East welcomes on board new sponsor **TONI&GUY Hair Meet Wardrobe** who will work alongside long-term make-up partner **MAC**.

Director **Lulu Kennedy MBE** says of this season's project:

"I love an unusual venue, and 50 St James, with its various spaces, provides the perfect place to shake up our format. Ryan and Claire's wonderful detailed work will be displayed in presentation rooms, while Maarten takes over the salon space for his final show with us. All three are brilliant!"

Claire Barrow

University of Westminster graduate Claire Barrow is a "fashion artist" fêted for her hand-painted designs on leather. Her signature dystopian aesthetic and unique way with fabrics have won her a legion of fans from Vogue's Francesca Burns to Jessie J and Rihanna. Her London Fashion Week debut is hotly anticipated following the success of her recent collaboration with Joseph, featuring hand painted biker jackets, trousers and bags.



IMAGE: Claire Barrow SS11 shot by Ellis Scott

Ryan Lo

22 year old Hong Kong-born Ryan Lo taught himself to knit from Youtube tutorials and has not looked back since. His rule breaking, maximalist DIY approach sees him manipulating anything from tulle, tinsel, ribbons into extraordinary knitted creations. He is featured in the current issue of LOVE magazine wearing a pink 'candy floss' textile cardigan, and in Dazed & Confused September issue stating "To me everything is wearable and I'll wear it anytime."



IMAGE: Ryan Lo wearing Ryan Lo

Maarten van der Horst

Dutch born Maarten's Hawaiian prints and fun-time ruffles caught the eye of Fashion East in 2011 where he has shown for the last two seasons. Maarten is now considered one of London's hottest designers, and has already undertaken a sell-out Topshop capsule collection and limited edition watch commission for G-Shock. Maarten launched a hugely successful second line of unisex printed tees and sweatshirts named 'I Want Your Love' at Fashion East's Menswear Installations in June 2012. Stockists include Opening Ceremony and Selfridges.

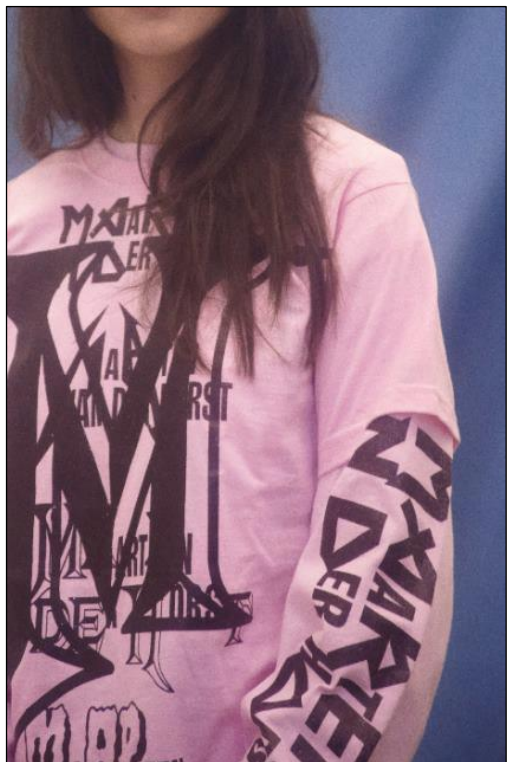


IMAGE: Maarten van der Horst 'I Want Your Love' shot by Devin Blair

Notes to Editors

History:

Fashion East is a non-profit initiative set up by The Old Truman Brewery in 2000 to support and nurture young designers in London and has been sponsored by Topshop since 2003. Spring/Summer 2013 marks Fashion East's 25th womenswear show. Fashion East is funded by the London Fashion Showcasing Fund, which is supported by the Mayor of London. This season the project collaborates with long-term partner MAC and, for the first time, TONI&GUY Hair Meet Wardrobe.

Alumni:

Fashion East has been credited with kick-starting the careers of some of the UK's most prolific design talent including: **Gareth Pugh, Richard Nicoll, House of Holland, Roksanđa Ilincić, Jonathan Saunders, Michael van der Ham, Louise Gray, Marios Schwab** and **Meadham Kirchhoff**.

Panel:

Directed by Lulu Kennedy MBE, designers are selected by a panel of leading industry figures: **Brix Smith-Start** (Start Boutique), **Charlie Harrington** (Fashion Director, Stella Magazine), **Charlie Porter** (Freelance Writer), **Kay Barron** (Fashion Features Editor, Harper's Bazaar UK), **Lauren Cochrane** (Freelance Writer), **Richard Sloan** (Creative Consultant), **Sarah Mower** (Contributing Editor, Vogue US & Style.com) and **Hugo Scott** (Head of European Operations, Marc Jacobs).

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