

FASHION EAST

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Fashion East announces designer line-up for Spring/Summer 2014!

Pioneering support scheme Fashion East returns to London Fashion Week for its 27th consecutive catwalk show. Following Autumn/Winter 2013's stellar line up of **Ashley Williams, Claire Barrow** and **Ryan Lo**, Lulu Kennedy MBE and Fashion East's panel of industry experts have invited the trio to return to show their Spring/Summer 2014 collections. Sponsored by the brilliant Topshop for the past ten years, the Fashion East show will again take place at the Topshop venue in September.

Panel member and *Vogue UK's* Fashion Editor, **Francesca Burns** says of the line-up:

"I am very happy to see Ashley Williams, Claire Barrow and Ryan Lo return to Fashion East this season. Each designer has so much to offer and it is very exciting to watch them develop season by season under the Fashion East umbrella. This is such an important part of London Fashion Week with an incredible legacy and I can't wait to see what's next for these guys!"

Ashley Williams

Fresh out of her BA, riding the wave of her knockout graduate show, Ashley joined Fashion East for AW13. Her LFW debut paid homage to the teen adulation of pop pinups. Set to a soundtrack of 60's sweetheart tracks, Ashley's girl stormed the catwalk in eye-popping Elvis prints on effortlessly cool shift dresses, capri pants and flirty mohair two-pieces. A family of adorable teddy and bunny clutches completed the collection.

Sassy, pop prints like the 'HAPPY ASHLEY' and 'CELEBRATE' motifs encapsulate the light-hearted, tongue-in-cheek vibe of Ashley's eponymous label, worn by everyone from Rihanna to BFF/Funky Offish ambassador Pixie Geldof.

'SUBSCRIBE' insists one print - and the industry is already hooked! Next big thing Ashley featured on The Times Power List 2013 and AW13 will be stocked by Colette, Joyce and WildStyle LA, among other stores.



Ashley Williams AW13

Claire Barrow

Renowned for her covetable hand-painted leather jackets and intricate illustrations, Claire's pieces are as romantic as they are subversive. Underlined by a punk spirit, her garments are worn by musicians from Peace to Primal Scream and Rihanna.

Following SS13's presentation and a smash hit leather jacket capsule with Joseph, Claire's debut catwalk show bordered on the Dada-ist. Everyday objects were made-over, appearing as embroideries and scrawled doodles on signature leather and, new for AW13, lush devoré velvet, corduroy and wool. Liberated from the living room, a lampshade made a witty headpiece.

Cultivating her handwriting, Claire introduced ultra-feminine shapes: veiled biker bridal gowns, full-skirted chiffon skirts and shrugged on, oversized knit dresses in burgundy and slate. Returning for her third outing with Fashion East, her SS14 offering is hotly anticipated.



Claire Barrow AW13

Ryan LO

Self-taught knit whizz, Ryan returns to Fashion East for a third season of unabashed girliness. The Hong Kong native specialises in pink frocks to party in and texture to the max!

Ryan's concise edit of saccharine disco dresses for SS13 captured imaginations with their effervescent combo of tinsel, tulle and marabou. AW13's wardrobe was more all-day, all-night: twinkly knits, glitter pussy bow blouses, she-means-business skirt suits and robe coats, not forgetting his signature fluff and glitz in blush, bubblegum and baby blue.

With fans such as Susie Bubble and Opening Ceremony, who stocked a capsule of Ryan Lo tees with refreshing kiwi and iridescent placement appliqués, SS14 is sure to be another irresistible (sugar) hit.



Ryan LO AW13

NOTES TO EDITORS

- Fashion East is a pioneering non-profit initiative established in 2000 by Lulu Kennedy and The Old Truman Brewery to nurture, develop and showcase emerging designers through the early stages of their career and has launched London's top design talent. The womenswear project has been sponsored by Topshop since 2003.
- 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**, **Roksanda Ilincic**, **Jonathan Saunders**, **Louise Gray**, **Marios Schwab**, **Meadham Kirchhoff** and **Simone Rocha**.
- 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** (Men's Fashion Critic, *Financial Times*), **Kay Barron** (Fashion Features Director, *Net-a-Porter*), **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).
- **The Topshop Showspace** has been running since 2005 and has to this day helped launched the careers of some of London's most iconic design talents. Working with designers who have come up through schemes such as NEWGEN and Fashion Forward, the Topshop Showspace was set up to support British designers in a tangible way through access to a noteworthy show space and production team.

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