

FASHION EAST

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FASHION EAST ANNOUNCES NEW DESIGNER LINE-UP FOR AUTUMN/WINTER 2014!

Leading designer support scheme **Fashion East** returns to London Fashion Week in February 2014 to showcase hand-selected new talents. With 10 years of support from **Topshop** and an inimitable track record, Fashion East continues to champion the brightest new designers in an un-missable group show.

For Autumn/Winter 2014 the Fashion East panel of industry experts have selected up-and-coming designers **Helen Lawrence** and **Louise Alsop** to join returning designer **Ashley Williams**. The Fashion East show will take place in the Topshop Showspace.

Stella Magazine's Fashion Director and panel member **Charlie Harrington** says of the newcomers:

"Helen Lawrence is a whizz with knit and has superb colour sense. Her modernist slant on femininity makes her an exciting one to watch. Louise Alsop's very modern muse seems so relevant to our time. Ease, anarchy and angst. She makes clothes for people I want to know. It's great to see these two new talents join the ranks."



ASHLEY WILLIAMS

In just two seasons Ashley Williams has become London's most exciting new talent. Her blend of pop prints and wearable shapes, marrying creativity and commerciality, never fail to put a smile on your face. SS14's Miami-ready swimwear, Spongebob prints and 80's-inspired silk shirts, was as fun and sassy as ever. A strong following of fans include her BFFs Pixie Geldof, Alexa Chung and Harry Styles, who appeared on the Fashion East FROW sporting an Ashley Williams tee in September. His fave SS14 print was obviously 'Dreamboat'! Ashley is stocked internationally by Machine-A, Wildstyle, V Files and Colette. With her third season with Fashion East on the horizon and a FunkyOffish jewellery line in the works Ashley's star is set to skyrocket.



HELEN LAWRENCE

Helen Lawrence graduated from the prestigious MA at CSM in 2012 following a textile degree at Chelsea College of Art & Design. While you may not know her name yet, Helen and her knitting needles have already created a storm, having collaborated with CSM classmate and current MAN designer Craig Green on his covetable men's knitwear. Helen's eponymous line is sure to cause just as much excitement. She's caught the attention of V magazine, i-D, Vogue.co.uk and Styel.com who named her 'the next big thing'. Her SS14 collection - made up of a sugared pastel palette - showcased knitted knickers paired with clear PVC skirts, hand-dyed powder pink denim shorts with thigh-high splits and mismatched sweaters held together by her signature scribble stitch embroideries.



LOUISE ALSOP

Bright new star Louise Alsop joins Fashion East in February 2014 for her debut. Graduating from University of Westminster to great acclaim in June 2013, her monochrome collection featured in an impressive list of titles from Vogue US, Vogue Italia and Garage. The self-proclaimed tomboy revealed a grungy take on minimalism and a dark humour with her irreverent nun motif. Drawing inspiration from subcultures and contemporary art, the result is an oversized, androgynous shape with a luxe edge - think screen printed raw hems and textural layers of sheer chiffon and heavy denim. Expect big things from Louise Alsop.

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 is integral to London's reputation for fresh, young talent, having kick-started 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*), **Francesca Burns** (Fashion Editor, *British Vogue*), **Kay Barron** (Fashion Features Director, *Net-a-Porter*), **Lauren Cochrane** (Freelance Writer), **Mandi Lennard** (PR & Consultant), **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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