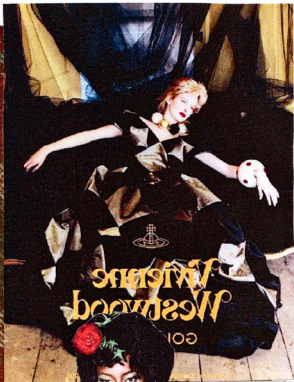


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FashionFemme



Vivienne Westwood

“My clothes have a story. They have an identity. They have character and a purpose.”

Traditionalist, provocateur, utterly contemporary is how the V&A Museum describes Vivienne Westwood, her signature style drew heavily on historical fashion with corsets, Harris Tweed suits and taffeta ballgowns. Alongside McLaren Westwood held her first catwalk in 1981, and from there she continued to forge her fashion path. By the 1990s, the designer was receiving worldwide attention opening shops worldwide, often Westwood is regarded as the ‘Queen of punk’ her garments characterized much of London’s punk fashion scene, through the boutique she ran with McLaren producing her characteristically bold unapologetic designs. Many of her collections featured layering fabrics, clashing patterns, maximalist jewelry and bold distinct silhouettes.

CHANEL

Gabrielle Bonheur Chanel, better known as Coco Chanel, transformed the fashion industry with her daring vision and classic designs. The legendary Chanel brand is the pinnacle of sophistication, elegance, and simplicity. She created the Chanel suit, the Chanel No. 5 perfume, and the little black dress—all of which are now mainstays of modern fashion. Women's fashion was revolutionised by Chanel, who emphasised comfort and freedom through her innovative use of jersey fabric and rejection of corsets. Her influence on art, culture, and feminism goes beyond clothes. Chanel is a legendary character in fashion history, and her lasting influence continues to inspire designers and fashion enthusiasts worldwide.

CHANEL





Katya Zelentsova

Katya Zelentsova is a Russian fashion designer based in London, utilizing knitwear as her main focus and creating full body pieces in a very beautiful and unique style. She was raised in the southern Russian city of Volgograd and incorporates her past into her work, claiming 'it's easier to appreciate your culture when you've left it.' She remembers being attracted to shiny things in her childhood and admiring how her grandmother dressed. All her pieces are shot on her London friends, her 2024 collection all being shot inside the home.

Donatella Versace

Donatella Versace is an immensely influential Italian fashion designer, renowned for her bold and vibrant designs intended to empower women. Versace's take on fashion defied the norm of elegant yet plain designs that were dominant in the 1990s. Her style of eye-catching prints and vivid colours are a beacon of self-expression. She encourages body confidence by creating figure-hugging designs which accentuate people's best. Finally, her style displays a hint of high-end glamour with unique accessories and luxurious features and fabrics.

VERSACE





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Hannah Hopkins

Hannah Hopkins, who goes by HRH was born in London and studied costume design before starting her career in styling. Her label, which is known for oversized hair accessories, made its debut as part of Fashion East's Autumn/Winter 2021 line up. Hannah initially started making scrunchies for her friends as gifts, but her fascination with the aesthetics of women's sports, is what drove her to start HRH. "Everyone seemed to want them – and it gave me such pleasure that people were getting enjoyment out of them." In the future, Hannah wishes to expand into the underwear and swimwear side of the fashion market next season with her main objective being to keep them exciting and fun.

Rachel Scott

Rachel Scott founded her business three years ago during the pandemic, this is where she found and developed her unique designs. Scott is best known for her intricate handmade designs that mix both techniques of crochet and tailoring. Rachel Scott takes a lot of inspiration from traditional Jamaican garments such as mesh marines and doilies and uses her own unique artistic expression in her work. She has always been immersed in the artistic life ever since childhood with her dad making furniture and her mum owning a clothing store in Jamacia this allowed for her spark of fashion to be born.





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Jane Birkin

Jane Birkin was a British actress and singer, a star in French cinema and a fashion icon throughout the ages. She was the inspiration behind the iconic Birkin bag, a collaboration between the actress and the designer Jean-Louis Dumas. The pair met on a flight from London to Paris in 1982, her bag broke as she put it into overhead storage. She complained to the Hermes CEO how she couldn't find a good bag, and so two years later the Birkin was born. Now, the most expensive Birkin ever sold was auctioned for two hundred thousand USD.

Madame Gres

Remembered as the 'sphinx of fashion', Madame Gres born in 1903 was a leading a leading French courtier and costume designer founding her own haute couture fashion house Gres. Her style is characterized by floor length draped Grecian goddess gowns, using techniques of minimalistic fabric draping developed by Gres' herself. Gres' expert detail to the female figure and use of the innate qualities of fabric to create delicate yet dramatic sculptural shapes. Continuing to design until her 80's and 1989 she designed her final garment, notably Gres worked through the World War II when nazi tried to control her garments, she refused, defiantly sewing star of David into her gowns and using the colour's of French the flag. Madame Alix Gres is a representation of the resilience of women through fashion.





Miuccia Prada

Miuccia Prada is the head of Prada and the founder of the subsidiary brand, Miu Miu. In 1970, Miuccia was the heir to the Prada family business, joining in 1970 after attaining degrees in Politics and the art of Mime. She spent the next 20 years reviving the brand's legacy, creating the famous triangle logo stamp seen on many of the brand's pieces today. Her lines were associated with strong, classy women in contrast to the heavily sexualized work of her male-founded competitors. By the early 2000s, Prada was worth over 1 billion USD.

Rui Zhou

Rui Zhou is a New York based Chinese fashion designer, graduating from Parsons MFA Fashion Design and Society Program in 2018 her work explores genderfluidity, duality and natural form. Zhou explores hard shapes in the soft language of fabric manipulation, her garments explore a poetic interaction between the skin and garment. Using circular and oval cutouts Zhou contrasts skin and fabric through its absence, these delicate form fitting garments rely on body-shape as a frame amplifying and celebrating the silhouette. Her work has already garnered attention, being worn by celebrities Dua Lipa and Solange.



CAWLEY



Hannah Cawley

Hannah Cawley is a London based designer who founded Cawley Studios in 2017. She graduated from Kingston and first started working for a British brand YMC where she worked for 3 years when she started her own brand 'Cawley'. Cawley took her inspiration from vintage garments along with films and exhibitions. Her designs reflect this as contemporary with a rustic and vintage twist, which emanates periods in history whilst feeling modern. Her designs return Cawley's goal of creating timeless pieces which are accessible to be worn in everyday life.

“Fashion is very in
enhancing and, like e
pleasure, it is worth

important. It is life-
everything that gives
n doing well.”

Vivienne
Westwood

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