

**LONDON
FASHION
WEEK**



Cathrine Hammel

Contemporary basic

The knitted sweater

Originally from Norway, Cathrine studied a degree in Fashion at the Istituto Europeo di Design in Milan, launching her first collection in 1992 at the age of 22.

“It is designed to create natural and strong shapes on the body, while retaining its softness and comfort. From fine to heavy gauges, the collection offers every woman’s basic needs for contemporary knitwear in the winter season. Sophisticated yet functional separates; such as the softly tailorcut jersey, complete the wardrobe.”

WHY LONDON?: “They dare to experiment.”

Ekata Kukhareva



Unusual textures and flattering silhouettes

Jacquard knitted dress

Originally from Ukraine, Ekaterina has lived in the United Kingdom for over a decade, graduating from Central Saint Martins with the Degree in Textiles in 2009 and interning with Alice Temperley in London.

“The main inspiration comes from folk fairy tales, key heroes and attention to small details in the stories.”

WHY LONDON?: “London is a center of different cultures and a creative hub for designers.”



Haaning & Htoon

A new, classic item every season.

This season is the cape.

The design duo is based in Oslo, Norway. Marianne is from Norway and studied at Esmod, whereas Min is from the UK and gained an MA from Central Saint Martins. Between them, they have worked for numerous companies including Dolce & Gabbana, Elie Tahari, DKNY, Riccovero, and they have also free-lanced for both Norwegian and Swedish brands.

“We are known for our interesting knits, effortless dresses and edgy tailoring. Our key item this season is the cape; we have created a cool top that mixes the sweatshirt with the traditional cape. We also have our repeat item, the travel scarf; this is ideal for the traveling woman. It is multifunctional and the quality is fantastic.”

WHY LONDON?: “Its the centre of everything!”

Katie Jones



Colourful, handcrafted, remade and revived!

Crochet Stripe and Embroidered Aran.

Born in Lindfield, Brighton, Katie moved to London to pursue a BA and MA in Fashion Knitwear at Central Saint Martins. She has previously worked for John Galiano, Diane Von Furstenburg, Mark Fast, Romance Was Born and as a freelance crochet designer.

“Eastern European dress meets British craft, pattern and embroidery.”

WHY LONDON?: ‘It doesn’t shy away from creativity and has a really fresh openness to exciting and dynamic fashion!’



Leutton Postle

Paper collage techniques, 1970's macramé books, plastics.

Giant Weaving.

Leutton Postle focus on a range of influences to create craft-led collections that are unlimited by trends. The design approach freely embraces colour, unusual surface texture and rich pattern to create beautifully off-beat knits and textiles for women.

“Something which pulls together experimentation, craftsmanship and individuality, whilst playfully pushing the boundaries of design.

FAVOURITE COLLECTION TO DATE: “The next one!”

SIBLING



Mutating classic Knitwear design.

Knit Monster Scare Isle comes to mind.

The designers come from Yorkshire, Leicester and London respectively. A collaboration between Joe Bates, Sid Bryan and Cozette McCreery, SIBLING is all for one and one for all. Before setting up SIBLING, the designers each worked for many brands and design houses.

“It is never as easy as it looks and most importantly that invaluable lesson in how not to do something. Also if all else fails: cup of tea, a nice biscuit and laugh!”

IDEAL CLIENT: “A girl with a good sense of humour and a fun, happy attitude.”

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