

LONDON FASHION WEEK HIGHLIGHTS

Fashion Showroom

KATIE ANN MCGUIGAN

The showroom had a 70s ambience of peace and love highlighted by the designer. The models wore colourful garments in front of a checkered background- giving that eccentric disco vibe. They also had wavy and natural hair, showcasing the relaxed nature of the 70s, where it was always about “cool hair, don’t care”. I enjoyed the effortless vibe of the room, as even though it was packed, it was still peaceful. It was almost as if you were being taken away from the chaotic setting acquainted with LFW. It appears as if on purpose as the room was pitch black, except for the checkered backgrounds where the models were featured. The designer wanted us to focus and be immersed in the peaceful settings that existed in the 70s, almost as an escape from the political climate we are currently enduring.

Sustainable Fashion

PATRICK MCDOWELL

My favourite section was there the environmentally-conscious designers were featured. Each designer’s sustainable criteria was highlighted- from upcycling to durable fabrics and zero waste. There was a story to each brand. One impressive designer was Patrick McDowell’s Fire-Rescue service collection, who collaborated with brands such as Swarovski (featured on his firefighter hats). He wanted to promote zero waste and used items from their unwanted collections. The designer also highlighted how vital transparency was to him as his shirts featured a QR code that shows where they were manufactured.

AZURA LOVISA

This brand is inspired by Malaysian and Swedish culture, as this is where the designer originates. I admired her passion for slow fashion as opposed to the current trend of fast fashion. This allows her to carefully source her sustainable fabrics and create long-lasting designs (she creates items that can be customised and deconstructed to increase longevity). Azura’s pieces are strongly inspired by nature as she even collects items during her hike in the Swedish mountains and incorporates them in her work.

Catwalk

NINA NAUSTDAL

Nina’s work combined urban and formal wear to create a unique, glamorous look. The show was enjoyable as she featured the primary collection, children’s collection and dog’s collection (which you don’t usually see on the stages of LFW). Also, in this case, I think it is important to note the catering was fantastic! The burgers were the best I have had in London!

BOBBY ABLEY

Bobby’s “Friends of Dorothy” collection was colourful, urban and original. The runway show took us on a journey similar to the film “The Wizard of Oz” as each model walked in prints created from the original film artwork. Enjoyed this show as it was different and everyone who walked had character, similar to the film. It was like a trip down memory lane- as during the show I had that child-like lens.