

FASHION EAST

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DESIGNER LINE-UP CONFIRMED FOR FASHION EAST SHOW AT LFW SS17

Fashion talent incubator **Fashion East** unveils the latest line-up of designers who will receive their support and showcase at their London Fashion Week show in September. Designers **A.V Robertson, Mimi Wade** and **Richard Malone** return from last season and are joined by newcomer **Matty Bovan** for an event featuring both runway and presentation in headline sponsor **Topshop's** show space on Saturday 17th September.

Lulu Kennedy MBE, Director of Fashion East says *"We're hugely proud of all our talented designers and delighted to welcome Matty into the mix – this is my dream line up! It's super exciting to be hosted in our sponsor Topshop's venue again, this season in Old Spitalfields Market in the heart of our home, the East End."*

Sheena Sauvaire, Global Communications and Marketing Director, TOPSHOP: *"The Fashion East showcase is always a great indicator of the next wave of new talent in our industry. As innovation is at the heart of London, it is a really exciting addition to the schedule and one we are proud to continue to support."*

The four designers selected by Fashion East's distinguished panel of editors, buyers and stylists, join the ranks of alumni including *Gareth Pugh, Jonathan Saunders, Roksanda Ilincic, Simone Rocha* and *Marques'Almeida*. In addition to the London Fashion Week showcasing event, designers receive financial sponsorship, intensive one-to-one business mentoring, and inclusion in a leading Paris sales showroom.

Fashion East is honoured to have headline sponsorship from **Topshop** for the 12th consecutive year. Topshop is the single biggest supporter of young talent in the industry.



ABOUT DESIGNERS:



MATTY BOVAN

Newcomer Matty Bovan joins the Fashion East bill for SS17. York-born Matty launched his brand in 2016 after completing his Central Saint Martins knitwear MA in 2015. His twelve-look graduate collection opened the show exhibiting his cacophony of sculptural knits, textures and handmade adornments. The collection won Bovan both the L'Oreal Professionnel Creative Award and the LVMH Graduate Prize 2015. Following a stint at Louis Vuitton as junior designer, Matty has collaborated on illustration, make-up and styling projects with Marc Jacobs, Miu Miu, LOVE Magazine, i-D and more. Fashion East is proud to present Matty's debut at London Fashion Week this September.

PR contact: mattybovan@mandisbasement.com

www.mattybovan.com  [@mattybovan](https://twitter.com/mattybovan)  [@babbym](https://www.instagram.com/babbym)



AV ROBERTSON



Amie Robertson is a young designer from Manchester. Amie studied at Central Saint Martins, graduating in 2014 with a unique collection featuring her signature hand-made crystal embellishments. Her collection caught the eye of the Marc Jacobs design team and she worked with them in New York and Paris developing embroideries and prints before launching her own brand in 2015. In Autumn 2015 she launched a collaborative capsule with global retailer ASOS Black and in February 2016 debuted at London Fashion Week with Fashion East with a knockout debut styled by Katie Grand and watched by Marc Jacobs. AV Robertson's AW16 collection is available soon from L'Eclaireur (Paris) and H Lorenzo (Los Angeles).

AVRobertson.com   @av_robertson



MIMI WADE


Mimi Wade is a young British American designer and graduate from Central Saint Martins. Wade made her debut in February with Fashion East, showcasing a collection of intricately hand painted leather party dresses in celebration of Hollywood's rebellious female protagonists. Homages to Faye Dunaway in *Bonnie and Clyde*, Marianne Faithfull in *Girl on a Motorcycle* and Catherine Deneuve in *Belle de Jour* each came worn with pastel lace bias cut slips peeking out and furry pom-pom handbags. Mimi Wade returns to London Fashion Week SS17 for her second showcase with support from Fashion East.

PR contact: ella@elladorpr.com
 Mimiwade.com  @mimi_wade  @mimi.wade



RICHARD MALONE

Richard Malone is an Irish designer living and working in London. He graduated from the Central Saint Martins BA in 2014 where he was awarded the prestigious LVMH Grand Prix scholarship. His twelve-look graduate collection opened the press show and was awarded the Deutsche Bank Award for fashion, previously won by Christopher Kane. Malone debuted with Fashion East in September 2015 via a static presentation before his second season shown on the catwalk at the Tate Britain last season. SS17 will be his third outing with Fashion East. Richard Malone's collections are available internationally from stores including Selfridges (London), Machine-A (London), L'Eclaireur (Paris), Brown Thomas (Dublin and Cork), H Lorenzo (Los Angeles), Joyce (Hong Kong), Alter (Shanghai) and more.

Richard-Malone.com  *@richardmalone*

NOTES TO EDITORS

- **Fashion East** is a non-profit initiative established in 2000 by Lulu Kennedy and The Old Truman Brewery to nurture, develop and showcase emerging designers. Fashion East is integral to London's reputation for young talent, having kick-started the careers of some of the UK's top design talent across womenswear and menswear.
- Womenswear alumni includes *Jonathan Saunders, Roksanđa Ilincić, Gareth Pugh, House of Holland, Meadham Kirchhoff, Nasir Mazhar, Simone Rocha, Marques Almeida, Claire Barrow, Ashley Williams* and more.
- Alumni of Fashion East's menswear project MAN include *Kim Jones, JW Anderson, Christopher Shannon, James Long, Astrid Andersen, Craig Green, Liam Hodges, Wales Bonner* and more.
- Fashion East womenswear recipients are selected by a panel of industry experts including:
 Sarah Mower MBE (Contributing Editor and Chief Critic, *Vogue US*)
 Francesca Burns (Freelance stylist and consultant)
 Charlie Porter *Financial Times*
 Charlie Harrington, Contributing Fashion Editor, *Harper's Bazaar*
 Kay Barron (Fashion Features Director, *Porter*)
 Lauren Cochrane (Assistant Fashion Editor, *The Guardian*)
 Richard Sloan (Creative Consultant)
 Mandi Lennard (Founder, *Mandi's Basement*)
- **Topshop** continues to support Fashion East. It is the single biggest supporter of young design talent in the industry and has been headline sponsor of Fashion East's womenswear scheme since 2003.

Press enquiries + LFW ticket requests:

fashioneast@starworksgroup.com

+44 (0) 20 7318 0400

Fashion East enquiries:

Natasha Booth

natasha@fashioneast.co.uk

+44 (0)20 7770 6151

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