

FASHION EAST

SUPPORTED BY TOPSHOP

NEW DESIGNERS AND FORMAT SHAKE-UP FOR AUTUMN WINTER 2015!

Leading support scheme **Fashion East** returns to London Fashion Week in February 2015 with a new mix of designers and format shake up!

Ed Marler follows on from his dazzling debut last season with an intimate salon show and is joined by two brand new womenswear names. **Caitlin Price** (Central St Martins MA graduate) and **Mary Benson** (University of Westminster BA) will both show their collections as static presentations. All will be held in one-talent-packed venue at the Institute of Contemporary Arts (ICA) gallery on Friday 20th February.

Fashion East Founder & Director **Lulu Kennedy MBE**: *"The team and our panel all feel strongly that young designers need to showcase their collections in the way that suits them best, so this season instead of the usual group runway show I'm excited that we're accommodating our two brilliant newcomers with presentations that can really draw guests into their world. We'll also be showing Ed's second collection in an intimate salon show - all under one roof at the incredible ICA, one of my favourite places in London!"*

The trio of bright young things have been selected by Fashion East's illustrious panel and follow in the footsteps of supported designers including *Simone Rocha, Marques'Almeida, Ashley Williams, Jonathan Saunders* and *Roksanda Ilincic*. In addition to London Fashion Week showcasing, designers also receive financial sponsorship, ongoing business mentoring and a place in a top international sales showroom in Paris.

This year marks 12 years of headline support from **Topshop**, the single biggest supporter of young talent in the industry.

ABOUT DESIGNERS:



ED MARLER

Ed Marler graduated from Central St Martin's BA in 2013 with an opulent collection of faux leopard, denim bell sleeves and a dress of pink satin bandanas. Floor sweeping gowns were topped with giant 'MUM' doorknocker earrings and his now-signature crowns. For his LFW debut with Fashion East last season, Ed presented a troupe of club kids turned vampire gang decked out in gold sequins, Swarovski bandana's and Baroque bullet proof vests.

  @EdMarler



CAITLIN PRICE

New name Caitlin Price is South London born and raised. She completed a Masters at Central St Martins in 2013 where she was awarded the Armani Scholarship under the late Professor Louise Wilson OBE. Caitlin graduated with a collection of luxed-up tracksuits, reinterpreting typically 'street' shapes with oversized ultra feminine frills in enriching white and navy satin. During her MA Caitlin began working closely with menswear fave Christopher Shannon and assisted in designing his first womenswear collection for SS15, now she's breaking away and doing her own thing. AW15 will be Caitlin's debut, watch this space!

Caitlin-price.co.uk   [@_caitlin_price](https://www.instagram.com/_caitlin_price)



MARY BENSON

Leeds-born Mary Benson is a London based womenswear designer. Following a stint at Leeds Art College, she graduated from the University of Westminster's Fashion Design BA in 2014 with a collection influenced by 70s album cover art and ultimate icon Kate Bush. Mary's signature prints are influenced by stained glass, Pre-Raphaelite and Art Nouveau motifs, and translated into ethereal imagery. Her collections heavily feature ladylike silhouettes with full skirts, bell sleeves and romantic dresses. AW15 is her on-schedule London Fashion Week debut.

Marybenson.co.uk   [@mary_benson](https://www.instagram.com/_mary_benson)

NOTES TO EDITORS

- **Fashion East** is a non-profit designer support and showcasing scheme set up by Lulu Kennedy MBE and The Old Truman Brewery in 2000 to nurture emerging British talent. Fashion East is responsible for launching the careers of designers including: *Jonathan Saunders, House of Holland, Roksanda Ilincic, Gareth Pugh, Richard Nicoll, Marios Schwab, Meadham Kirchhoff, Louise Gray, Nasir Mazhar, Michael van der Ham, Simone Rocha, Claire Barrow, Ryan Lo* and *Ashley Williams*.
- Womenswear designers are selected by a panel of leading industry experts: **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, *Porter*), **Lauren Cochrane** (Assistant Fashion Editor, *The Guardian*), **Mandi Lennard** (Founder, *Mandi's Basement*), **Richard Sloan** (Creative Consultant) and **Sarah Mower** (Contributing Editor, *Vogue US & Style.com*).
- **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.

Fashion East AW15 - 7.30pm Friday 20th February

For LFW ticket requests:

info@elladorpr.com

General Fashion East press enquiries:

Natasha Booth

natasha@fashioneast.co.uk

+44 (0)20 7770 6151

www.fashioneast.co.uk
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