

VOGUE BRITISH

Home > News > Edition01

« Previous Story

Choo's Stylemakers

Next Story »

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Edition01

LAUREN MILLIGAN | 02 May 2012 | [0 comments](#)

ALREADY big news Stateside, Edition01 is a shopping website we heard about from a little bird in NY - and, fortuitously, its collaboration with a Brit-based designer has just been unveiled. **Marios Schwab** is the latest name to create a limited-number offering for the shopping platform - following in the footsteps of **Donna Karan**, **Narciso Rodriguez**, **Prabal Gurung**, **Anna Sui**, **Peter Pilotto**, **Anndra Neen**, **Thakoon**, **Vera Wang**, **Proenza Schouler** and **Rag & Bone** amongst others - and the founders are looking forward to seeing the reaction.

"We are huge fans of the fashion coming from London - and Marios Schwab is by far one of our favorites," one of the site's founders, Estefania Lacayo, told us. "The capsule collection is a reflection on light and dark. We loved the leather inserts that Marios added to the dresses. The collection truly meets the needs of our customers, who are both Downtown and Uptown girls. We love how Marios describes his customer: 'A young, cosmopolitan woman who is open minded, enigmatic and adventurous.'"

Surprisingly, given the high-end product produced by Edition01's designer friends, the inspiration for the site - which only launched in November 2011 - came from the more affordable end of the retail chain.

"We knew there was a woman who was interested in limited-time collaborations, but we wanted to do it with the same craftsmanship that she was used to on the designer floor," the site's other founder Jessica Kamel explained. "H&M and Target have obviously been hugely successful offering limited-edition designer collections at accessible prices, while still maintaining the integrity of the brand. What we love is offering a challenge to a designer and having them stretch their creativity to offer the customer something truly unique. After all, a key motivator for buying luxury is the enjoyment of owning something others have not seen before. We are very much focused on the economics and profitability of this industry as much as we are on design, exclusivity, and quality and customer experience."

Next up? A collaboration with *Vogue* cover girl Gwyneth Paltrow and her personal trainer, Tracy Anderson, which launches in June. Visit www.edition01.com to view the collections.

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Edition01

EDITION01 - Lace Halter Dress by Marios Schwab for Edition01, \$1,635



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EDITION01 - Cubist Dress with lace panels by Marios Schwab for Edition01, \$1,395



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EDITION01 - Lattice Skirt by Marios Schwab for Edition01, \$1,235



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