

SWAROVSKI

LONDON FASHION WEEK

THE SWAROVSKI COLLECTIVE SPRING/SUMMER 2015



From left to right: Ashley Williams, Mary Katrantzou, Huishan Zhang, Peter Pilotto, Marques Almeida
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LONDON, 17th September 2014: This season **Marques Almeida**, **Peter Pilotto** and **Ashley Williams** joined existing Swarovski Collective members **Mary Katrantzou** and **Huishan Zhang** in showcasing groundbreaking craftsmanship with crystal during London Fashion Week.

Founded in 1999 following Nadja Swarovski's collaboration with a young Alexander McQueen and Isabella Blow, the Swarovski Collective encourages emerging and established designers to explore the creative boundaries of crystal use and craftsmanship. Swarovski has enhanced the Swarovski Collective support program, which spans New York, London and Paris Fashion Weeks, by offering the designers year-long financial and crystal product support, plus the chance to win the €25,000 Swarovski Collective Award for Innovation.

The designers to show next as part of Paris Fashion Week, are Swarovski Collective newcomers Iris Van Herpen, Damir Doma and Christian Wijants who will join Masha Ma in presenting their Spring/Summer 2015 collections as part of the Paris schedule.

Ashley Williams September 14th, 3pm – Topshop Show Space

"I'm so excited to have the chance to bring Swarovski crystals into my collections for the first time. It's allowed me to add a new dimension to the garments that had previously been unexplored" said Collective newcomer Ashley Williams of her first solo show since departing from the Fashion East fold.

William's collection was inspired by the Age of Aquarius and the revolutionary spirit that gripped the world in the 1960's. Traditional silhouettes and fabrics reflecting Eastern and Western culture were bound together and featured handmade silk fastenings, feminine tea dresses and Swarovski crystal mesh miniskirts and bra-lets.

Mary Katrantzou September 15th, 6pm – The Old Fire Brigade

Pangaea and Panthalassa were the unifying ideas behind Mary Katrantzou's Spring/Summer 2015 collection. A colour palette comprising earthy, pastel and deep rich tones featured across soft, fluid fabrics such as light tulle. Baby doll dresses were constructed with intricate panelling and pleats, while fantastical creatures from earth and sea appeared on lace appliqué motifs. Swarovski crystal embroidery added another dimension to the collection and was embedded into a series of shirt dresses and spectacular gowns.

The long term Swarovski Collective member said, "*The new chapter in the development of the Swarovski Collective is an exciting one, and something we are very honoured to be part of.*"

Huishan Zhang September 15th, 3pm – Rosewood London

Huishan Zhang's supremely feminine collection was inspired by the abstract paintings of Fiona Rae. Effervescent colours of tan, pale pink, lemon and dusky blue appeared across rich textures and fabrics such as custom made jacquards, cotton shirting, laces and organza fringing, all embellished with Swarovski crystals.

The designer said of his 5th season in the Swarovski Collective, *"for this summer season, we're trying some very playful crystal embellishment techniques; it's really great that the Swarovski Collective can support that kind of innovation and excitement in design."*

Peter Pilotto September 15th, 12pm – Queen Elizabeth II Conference Centre

Swarovski Collective newcomers Peter Pilotto and Christopher De Vos caused an exciting buzz this season with a deliberate shift from their acclaimed, digital printing techniques with which the brand has become synonymous. Instead the duo explored an abundance of new applications and materials, which included iridescent organza, bright shades of Perspex, 3D floral constellations and delicate Swarovski crystal embroidery. The simple yet striking silhouettes featured trim bodices, shift dresses and wide leg trouser suits.

Marques Almeida September 16th, 12pm – Topshop Show Space

"We're very excited to start working with the crystals and incorporating them in our SS15 collection! It has a special excitement for us because the image of our label is very much about 1990's inspired street style with a slight grungy undertone, so we feel there's a real possibility of creating something new and exciting" said Marta Marques and Paulo Almeida of their induction to the Swarovski Collective.

The collection included a substantial offering of the brand's signature, raw denim and this season the palette was black. This was interspersed with vivid hues of colour in the form of lightweight silks, linen and leather, while multicoloured crystals were hand-embroidered across sheer deconstructed dresses, lose belts and denim bags.

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