



Henry Holland AW14

A day in the LFW life of... Henry Holland

We popped into Henry Holland's studio in the run up to LFW to find out what a typical show day is really like; the lack of sleep, 3am fittings, front row celebrities, absent models and the ever-present threat of mayhem...

A **typical show day** for Henry may actually start the day before - if he hasn't been to bed. "Often we are still doing fittings and casting models until 2am or 3am and, sometimes, we may not get any sleep at all."

If he has managed to make it to bed, after probably only a couple of hours sleep, Henry heads back to his office and oversees a few last-minute **fittings and castings**. With each fashion week following so closely on from the next (London follows New York, preceding Milan then Paris), selecting the right models can be the last thing to fall into place. Designers have to wait for the girls to arrive in London from New York, with Henry telling us, "If I have ten out of fifteen models in place by the night before, I'm doing well."

With the models fitted and collection packed and ready to go, the House of Holland show is transported to the venue. Here hair and make-up begins, **mood boards** are checked against the styling and last minute tweaks are made as friends and family mill around and take a sneak peek.

With about ten minutes to go, production give Henry the go-ahead that all is ready and the models are lined up. The **lights** are brightened, the **music** turns on and the show begins. "We start working on each show about six months in advance," Henry explains. "Then 8 minutes later it's all over."

After the show it's straight into **press interviews**, as friends and family come backstage once more. The collection is packed up, returned to the studio and then, says Henry, "We go to the **pub**."

Friends who accompany Henry to the pub will no doubt have been front row and centre for catwalk viewing, with **celebrity sightings** at a House of Holland show something of a regular occurrence - but any celebrities present are friends, not publicity. Henry explains, "For me, it's all about the clothes."

So what will ensure Henry enjoys a few drinks? Following the show, Henry says he measures the event's success based on how he feels about the collection. "I mainly judge a show based on how I feel. If I am happy and **proud** and everything looks the best it can look, then that's what matter... but a nice review always helps."



Images courtesy of Style.com

Henry Holland Fall 2014 Ready to Wear

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