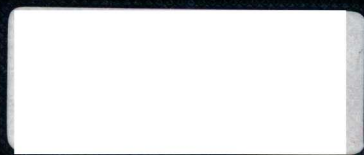




# 100

*New Fashion Designers*



Hywel Davies

# 100 New Fashion Designers by Hywel Davies



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## Contents

Introduction	page 9
*****L	page 16
6 7/8 (Six and Seven Eighths)	page 20
0044	page 22
Aimee McWilliams	page 26
Aitor Throup	page 30
Aleksandra Olenska	page 34
Alena Akhmadullina	page 36
Alice McCall	page 40
Aminaka Wilmont	page 44
Antoine Peters	page 48
Apostolos Mitropoulos	page 52
Ashish	page 56
Avsh Alom Gur	page 60
Basso & Brooke	page 62
Bo Van Melskens	page 66
Bora Aksu	page 68
Borba Margo	page 72
C. Neeon	page 76
Carola Euler	page 80
Cassette Playa	page 84
Cathy Pill	page 86
Cecilia Sörenson	page 90
Chris Liu	page 94
Christoph Fröhlich	page 98
Commuun	page 102
Customers Own Property	page 104
Danielle Scutt	page 108
Denis Simachëv	page 110
Deryck Walker	page 114
Duckie Brown	page 118
El Delgado Buil	page 122
Emilio de la Morena	page 126
Erdem	page 130

Eric Lebon \_\_\_\_\_ page 132  
Felder Felder \_\_\_\_\_ page 136  
Felipe Oliveira Baptista \_\_\_\_\_ page 140  
Finsk \_\_\_\_\_ page 142  
Frank Leder \_\_\_\_\_ page 146  
Gardem \_\_\_\_\_ page 150  
Gavin Douglas \_\_\_\_\_ page 154  
Hall Ohara \_\_\_\_\_ page 156  
Haltbar \_\_\_\_\_ page 160  
Hamish Morrow \_\_\_\_\_ page 164  
Heather Blake \_\_\_\_\_ page 168  
Henrik Vibskov \_\_\_\_\_ page 172  
Horace \_\_\_\_\_ page 176  
Ioannis Dimitrousis \_\_\_\_\_ page 180  
Jain Close/Marc Szwajcer \_\_\_\_\_ page 184  
Jantaminiau \_\_\_\_\_ page 188  
Jean-Pierre Braganza \_\_\_\_\_ page 192  
Jens Laugesen \_\_\_\_\_ page 194  
Jolibe \_\_\_\_\_ page 198  
Jonathan Saunders \_\_\_\_\_ page 200  
Katarzyna Szczotarska \_\_\_\_\_ page 204  
Kosmetique Label \_\_\_\_\_ page 208  
Laitinen \_\_\_\_\_ page 212  
Louis de Gama \_\_\_\_\_ page 216  
Louise Amstrup \_\_\_\_\_ page 220  
Lutz \_\_\_\_\_ page 224  
Manish Arora \_\_\_\_\_ page 228  
Meadham/Kirchhoff \_\_\_\_\_ page 232  
Miki Fukai \_\_\_\_\_ page 236  
Mikio Sakabe \_\_\_\_\_ page 240  
Modernist \_\_\_\_\_ page 244  
Nasir Mazhar \_\_\_\_\_ page 246  
Natalia Brilli \_\_\_\_\_ page 248  
Nathan Jenden \_\_\_\_\_ page 252



Olanic	_____	page 254
Osman Yousefzada	_____	page 258
Patrik Söderstam	_____	page 262
Pelican Avenue	_____	page 266
Petar Petrov	_____	page 270
Peter Bertsch	_____	page 274
Peter Pilotto	_____	page 278
Postweiler Hauber	_____	page 282
PPQ	_____	page 286
Pulver	_____	page 288
Rad Hourani	_____	page 292
Raeburn Design	_____	page 294
Richard Nicoll	_____	page 298
Robert Normand	_____	page 302
Romina Karamanea	_____	page 306
Romy Smits	_____	page 310
Rubecksen Yamanaka	_____	page 314
Seïko Taki	_____	page 318
Siv Støldal	_____	page 322
Slobodan Mihajlovic	_____	page 326
Slow and Steady Wins the Race	_____	page 330
Spijkers en Spijkers	_____	page 334
Steve J & Yoni P	_____	page 338
Swash	_____	page 342
Telfar	_____	page 346
Tillmann Lauterbach	_____	page 350
Tim Hamilton	_____	page 354
Todd Lynn	_____	page 358
Trosman	_____	page 362
Txell Miras	_____	page 366
Unconditional	_____	page 370
Ute Ploier	_____	page 372
Yuko Yoshitake	_____	page 376
Credits & Acknowledgments	_____	page 380

By its very definition, fashion has always focused on new ideas and celebrated innovative design. This book highlights the latest creative talent in the field of fashion design and showcases the diverse and unique work of 100 new designers from around the world.

Young talented fashion designers make a huge impact on the fashion industry and ensure that new ideas are explored and contemporary visions are realized. These individuals are characterized by their single-minded interpretation of clothing and their ambition to present new and exciting ways of dressing their clients.

This book showcases designers who are still in the first decade of their careers, either working alone on their own label or brand or teamed up into small companies collaborating on collections. Each designer's work is explored and is illustrated with design sketches, drawings and photographs from the studio and the catwalk. As well as revealing the best new talent worldwide, this is an invaluable design reference that will appeal to students and professionals as well as anyone with an enthusiasm for fashion.



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Introduction	page 9
*****L	page 16
6 7/8 (Six and Seven Eighths)	page 20
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Aimee McWilliams	page 26
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Alena Akhmadullina	page 36
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Aminaka Wilmont	page 44
Antoine Peters	page 48
Apostolos Mitropoulos	page 52
Ashish	page 56
Avsh Alom Gur	page 60
Basso & Brooke	page 62
Bo Van Melskens	page 66
Bora Aksu	page 68
Borba Margo	page 72
C. Neeon	page 76
Carola Euler	page 80
Cassette Playa	page 84
Cathy Pill	page 86
Cecilia Sörenson	page 90
Chris Liu	page 94
Christoph Fröhlich	page 98
Commuun	page 102
Customers Own Property	page 104
Danielle Scutt	page 108
Denis Simachëv	page 110
Deryck Walker	page 114
Duckie Brown	page 118
El Delgado Buil	page 122
Emilio de la Morena	page 126
Erdem	page 130

Eric Lebon\_\_\_\_\_page 132  
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Louis de Gama\_\_\_\_\_page 216  
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Lutz\_\_\_\_\_page 224  
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Miki Fukai\_\_\_\_\_page 236  
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Modernist\_\_\_\_\_page 244  
Nasir Mazhar\_\_\_\_\_page 246  
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Olanic	_____	page 254
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Seïko Taki	_____	page 318
Siv Støldal	_____	page 322
Slobodan Mihajlovic	_____	page 326
Slow and Steady Wins the Race	_____	page 330
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Swash	_____	page 342
Telfar	_____	page 346
Tillmann Lauterbach	_____	page 350
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Todd Lynn	_____	page 358
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Credits & Acknowledgments	_____	page 380





## Introduction

Contemporary fashion is motivated by continual change and new ideas. Fuelling this process is a diverse group of radical new designers who are questioning the current style zeitgeist and rapidly propelling fashion forward.

*100 New Fashion Designers* is an international snapshot of modern fashion design and those individuals who play an integral role in it. This new generation of designers is defined by an eagerness to present a unique and personal philosophy of clothing and fashion design. Encompassing menswear, womenswear and accessories design, the fashion industry is no longer confined by style rules or traditional manufacturing processes and methods, but is firmly focused on the sole expression of designers' individuality, creativity and vision.

Fashion now exists in a global community where images of the latest catwalk shows are available to everyone online, and if you own a credit card you can purchase anything from anywhere. While fashion may have lost some of its previous mystique, it is still a global industry that fascinates consumers, enthralls spectators and continually grows in to an increasingly powerful and significant part of our lives.

However, to the new designers featured here, the globalization of fashion and the power of big brands are at the opposite end of the fashion

spectrum in terms of what they are trying to achieve. Instead of mass market appeal and homogenization of fashion, these creatives are focused on developing their own singular vision and reinterpreting contemporary clothing. Their work is not all about developing big business and selling huge quantities of clothes, but is concerned with suggesting new concepts and tapping in to a consumer desire for alternatives in fashion.

New fashion designers, although distinct in their own aesthetic and design sensibilities, are all linked in their determination to present an individual interpretation of clothing design. While informed by their own particular environments and educational backgrounds, the designers included in this book are as diverse as they are gloriously radical.

*100 New Fashion Designers* attempts to capture the current zeitgeist, those key moments in fashion that are defined and redefined by the creative designers who work within this ever changing field. As fashion seasons are transient, this book helps to identify the prevalent aesthetic that the featured designers have established as their own signature style.

The foundations for many of these creative designers are the international fashion colleges and institutions that support and nurture this

wealth of talent. In New York, Parsons the New School for Design and the Fashion Institute of Technology (FIT) both produce graduates that balance a commercial sensibility with new ideas. In Belgium The Royal Academy of Fine Arts in Antwerp has a reputation for unrivalled creativity, while Bunka Fashion College in Tokyo is renowned for providing students with a wealth of technical knowledge.

Ultimately, London's Central Saint Martins and The Royal College of Art are the world leaders in producing the best new talent in fashion design. Both with a focus on supporting and developing students' new ideas and creativity, these two colleges are intrinsic in the success of new international fashion talent. While this book features designers from all over the world, the majority of them have studied and have their roots at these esteemed London colleges.

As London hosts the most revered fashion colleges, it is natural that the city has become a platform for supporting new talent. London provides new designers with the opportunity to showcase their work like no other capital. 'I think it is commonly accepted now that UK fashion universities produce the best designers in the world, and this is reflected in the amount of British talent which can be found in key positions in international design houses',