

LONDON



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STYLE SHOOTS:

GLITZ & GRACE
ALL THE LOVE GONE BAD
TOUCH ME

TRENDS & SHOOTS:

LUXE LEATHER
VINTAGE TARTAN
PINS & PATCHES
BRIGHT & BEAUTIFUL

BRAND SPOTLIGHTS:

COLLECTIF
MANIC PANIC
NEW ROCK

INFLUENCER FOCUS:
MISS VICTORY VIOLET

LAZY KAT
LUSY LOGAN



FEB 2017

12-13 FEBRUARY 2017 BUSINESS DESIGN CENTRE, ISLINGTON, LONDON N1



Hell Bunny

Stand: M105

WELCOME TO THE 4TH EDITION LONDON EDGE MAGAZINE

This season, change is in the air. The show will be running for two days, we'll be introducing the LondonEdge awards, we will shortly be launching our online brand LondonEdge NOW & we've got a whole host of new brands that we can't wait to introduce to you.

At LondonEdge we think change is good. Supporting the alternative fashion industries as we do, we know that trends and styles change all the time. We also know that counter culture is constantly moving and evolving. We embrace this and continue to represent a diverse variety of exhibitors. This season you'll see new faces around the show, new initiatives that are pushing the tradeshow forward and we continue to move into an ever-digital realm of possibilities...

The LondonEdge that you know and love is still offering a grand selection of lifestyle and alternative fashion brands, all under one roof at our seasonal show. This season our February show is made up of two long days. These changes mean we will be able to invest in buyer and exhibitor relations through revolutionary buyer outreach, and our new LondonEdge awards initiative. The September show will remain a 3 day tradeshow, to accommodate for the heavier footfall of the season.



Model & MUA Olivia Emily

LondonEdge NOW had its soft launch at the September show and we aim for it to be fully functioning by February - a behemoth wholesale platform for the best alternative brands in the business and their wholesale clients. The website is still developing so please get in touch to be involved - extra special consideration is given to our Edge exhibitors.

We've also developed our new LondonEdge Awards initiative. A big part of what we do is supporting and celebrating the best in the alternative industries, and we have conceived a fledgling awards programme as another way to just that. Our panel of industry insiders will be commending the best - including current exhibitors, future exhibitors, buyers, press, influencers and more. We encourage everyone to get involved - more information will follow and in particular we'd encourage you to vote in our Peoples Choice award.



info@alternative.ltd

Stand VG9



www.alternative.ltd

FEBRUARY 2017

WHAT'S ON

This season is just as fully packed with events as ever, with some new additions to our already bursting timetable.

OPENING TIMES:

Sunday 12th February – 9.30am – 6.30pm
Monday 13th February – 9.00am – 5.00pm

PARTY INFO:

As ever we have our infamous opening party to get excited about. Head over to the organisers office at the show to grab your invite, or email your details to [RSVP Vicky@nmwcreative.com](mailto:RSVP.Vicky@nmwcreative.com) to get on the list.

CATWALK TIMES:

Our catwalk team Production Element have styled and prepped the catwalk shows to perfection & they are ready to show off some of the latest styles, collections and the ever-popular Stylists Edit of the show. Plan your day around.

Sunday: 10.00am (Show A), 12.00pm (Show B), 2.00pm (Show A), 4.00pm (Show B)
Monday: 10.00am (Show A), 12.00pm (Show B), 2.00pm (Show A), 4.00pm (Show B)

INFLUENCERS EVENT:

This season our influencer's event is sponsored by the fabulous Illamasqua! We're keeping the details under wraps for now, but we are so excited to be working with the revolutionary cosmetics brands on this season's event. Sign up to our mailing list for the latest info.



ILLAMASQUA

YOU ARE BEAUTY

Model & MUA Hannah Cunningham



OTHER STUFF:

Venue Location & Travel Information:
Business Design Centre, Upper Street, Islington, London, N1 0QH

Visit: www.londonedge.com for hotel information.

Visit: www.businessdesigncentre.co.uk for parking information.

For more our news blog, show details, exhibitor lists, exhibiting information and where to contact us visit www.londonedge.com. We post lots of show & exhibitor news on our facebook & instagram pages so please like or follow us for instant updates.

We'd very much love to welcome you back to LondonEdge in February so if you have any queries please contact us at buyers@londonedge.com and we'll be happy to help. We do have VIP & Platinum VIP programmes that you can be nominated for so please let us know if that would be of interest at the email above. Please put 'VIP Nomination (Magazine)' in the subject line.



Collectif have been at the forefront of the retro/vintage fashion resurgence for the last 5 or so years, offering their audience a unique blend of retro inspired yet trend led garments and accessories. The brand have made some major team changes and expansion in this period – we got in touch with Pippa, head of UK PR, to ask more about those changes and where Collectif are going next...

LE: Tell us about the stores that Collectif has opened in recent years, and how the brand has developed...

Pippa: We've been really excited about our brand progress in recent months! We've been working especially hard developing our collections; Collectif Mainline to maintain our alternative and rockabilly routes and Collectif Vintage for more classic, vintage styles. Both these collections are growing each season and we can't wait to show them both to you for AW17.

In terms of stores, as you hopefully know we've recently opened a boutique in Shoreditch, complete with a fabulous new style of shop fit! This wonderful space has also allowed us to open a lovely, spacious showroom too. By the time this reaches your readers, there may just be some other in-store developments that will see that improved store styling reach our other locations too.

Perhaps the most thrilling change in recent months has been the launch of our website makeover.

The new site still has exciting things to come, some of which will be particularly useful and enjoyable for our fabulous stockists.

LE: What can we expect to see from Collectif at the February17 show?

Pippa: Our SS17 collection will of course be returning to Edge with us in February – expect classic floral and tiki styles, candy gingham, border prints and a fabulous Japanese inspired theme throughout; all in a whole host of new shapes! Our favourite styles will of course be making a comeback too, both in bestselling and brand new prints.

We will also be debuting our AW17 collection. Now, I don't want to give too much away, but there is an awful lot to get excited about! There will be more bespoke prints than ever before, luxurious winter fabrics, with plenty of faux fur, checks and truly stand out coats. There will also be some real show stoppers for party season.

LE: It was great to see the Lulu Hun brand at Edge last season – will you guys be launching any other new brands?

Pippa: We're delighted to have introduced Lulu Hun as our in-house shoe brand across the last few seasons. We're certainly proud of how the brand has grown over a comparatively short time and, as Lulu Hun's designs continue to get braver and more distinctive every season, we don't think you'll want to miss the brand's offering for the coming year!

We've also introduced in-house brand Bright & Beautiful over the last few years. We're all lovers of vintage from various decades, so starting to introduce styles inspired by other periods seemed a natural progression. We can't wait to share more of our 60s & 70s love with you all!

LE: What's in the pipeline for Collectif looking ahead?

Pippa: I suppose there are some things which are always in the pipeline; designing unique styles and prints, continuing to improve our quality, adding detail to every piece and working to make great experiences for both our trade and retail customers are our constant goals.

There's absolutely never a dull moment here at Collectif and at such an exciting and busy time, I'm sure we'll have more announcements for everyone soon – keep your eyes peeled!

Thanks Pippa!



*Manufacturer
and exclusive distributor:*



A woman with long dark hair is shown from the chest up, looking down and slightly to her right. She is wearing a black t-shirt with a graphic design on the front. The design features a white skull with a red 'H' on its forehead, crossed by two white bones. Below the skull is a white outline of a mouth. The woman's left hand is raised near her face, and her right arm is partially visible. The background is a blurred outdoor setting with a building and trees.



01

01

TREND SPOTLIGHT *Get*
LEATHER
LUXE



0



03



04



0



04

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07

09

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FEBRUARY 2017

NEW BLOOD

*Get up to date with just some of the many,
many exciting & fresh new brands joining
us in February...*

BARMETAL CLOTHING • www.barmetalclothing.com

Barmetal Clothing is grounded in alternative culture. Launching in 2008, it's now available in 15+ countries and, with strong connections to rock & metal music, is worn by such high profile bands as Five Finger Death Punch & Papa Roach. Their collections are produced in limited runs only. Stand M18.

4AMAZINK • www.4amazink-people.de

Sharing the Barmetal stand will be the 4AmazINK brand. This is a handmade streetwear label with its roots in tattoo culture. All designs from the brand are hand drawn to the smallest detail & are called "tattoo couture." Stand M18

CHOK • www.lovechok.com

CHOK is a niche UK label producing high quality bags & specifically known for their backpacks. "Our mission is to provide an alternative range to the mainstream choice of bags with our own distinctive design coupled with quality & affordability." Stand VG12

ELEMENTS RAINWEAR • www.fashionrainwear.co.uk

Elements Rainwear specialise in fashionable rainproof outerwear that doesn't compromise on quality or style. Committed to maintaining high standards & preserving traditional methods of production, the brand use machines originally used at the 'Marks Bros of Ardwick' Old Mill factory. Stand M260

FULWOOD LONDON • www.fulwoodlondon.com

Fulwood London is a street wear brand inspired by tattoos, the people who wear them & the stories behind them. The brand focuses on laid back street wear designs & enlists a new tattoo artist each season to work on the collection thus offering a platform to showcase new tattoo talent. Stand VG17

PHIZZOGS • www.withitworld.com

Phizzogs is a collection of funny, edgy characters based on stereotypes of people we either know, or have known & the Phizzogs range will be shown for the very first time this February. It offers edgy & risque lifestyle designs for older teens and students. The fun humour & striking graphics will be displayed at the show with plush, apparel & gift ideas. Stand VG23

LOLA RAMONA • www.lolaramona.com

Founded in 2006, Lola Ramona likes customers to "wear their heart on their feet" producing heels & flats with a retro sweet style & heaps of attitude. You'll recognize Lola Ramona as the brand that joined us recently alongside TUK & this season will be showing with us independently. Stand M47





WHOLESALE

AND TRADE

ENQUIRIES:

EMAIL: TERRI.WRIGHT@LINDYBOP.CO.UK

TELEPHONE: 0161 3990136

LINDY BOP, 3D BASIL CHAMBERS, 65 HIGH STREET, MANCHESTER M4 1FS

FEBRUARY 2017

NEW BLOOD

& more new brands for Feb 2017

ADAPTOR CLOTHING • www.adaptorclothing.com

Adaptor Clothing is the number one Mod, Skinhead, Rudeboy & Scooterist clothing website. Offering an unbeatable range of retro & lifestyle inspired clothing, Adaptor Clothing source top quality, reasonably priced & authentic attire from around the world including Ben Sherman, Delicious Junction & Lambretta alongside their own label range. Stand M196.

GOODIE TWO SLEEVES • www.goodietwosleeves.com

Goodie Two Sleeves make funny t-shirts while keeping it 'clean'! Their hilarious own brand designs sit alongside official licensed products from the likes of Transformers, My Little Pony, Blondie, David Bowie and more. Stand VG32.

LINDY BOP • www.lindybop.co.uk

Since their launch in 2011, Lindy Bop have established global recognition. Whilst predominately retro in style, these brightly coloured collections also give a nod to contemporary trends. They say, "Our brand is about delivering exciting and unique vintage inspired fashion. We look at what customers want and provide them with an affordable and quality product." Stand M198.

OKAYLA • www.okayla.co.uk

Okayla is a youthful womenswear brand with the perfect aesthetic for an active urban girl. Founded by Samantha Crutchlow in 2016, the OKAYLA collection is inspired by iconic sportswear pieces paired with Asian references & comprises of cut & sew knits. The team is passionate about fabrics that embody individuality, comfort & style. Stand VG4.

SOMETHING WICKED • www.somethingwicked.co.uk

Something Wicked is a lingerie company whose stunning collections are hand made in England from the finest fabrics. "Our aim is to empower our customers to be bold, seductive & beautiful. To express themselves, explore their every desire & exude confidence in everything they do." Stand VG19.

FAUXFURSAKE! • www.fauxfursake.com

fauxfursake! is a London based brand championing cute, magical & unique style through their line of accessories. Fauxfursake sell faux fur & diamante adorned pieces online & in 'mobile' venues such as Brick Lane & Spitalfields. We love their cheeky pun-filled approach. "Why blend in when you can stand out fauxfursake!" Stand M24.

ALTERNATIVE CLOTHING

This season a familiar face is under new management! Fresh Cargo has closed its doors but the Cold Heart & Flip Flop & Fangs labels are still going strong & now being distributed by Shabina from Alternative Clothing Limited. Sabina will be bringing all new collections from both brands to the show in February. Stand VG9.



**goodie
two
sleeves**


lindybop.co.uk



SOMETHING WICKED

**faux
fur
sake!**

**ALTERNATIVE
CLOTHING
LTD**



An exciting new brand of vintage ladieswear
Find us on stand VG1 - www.prettyretro.co.uk



In the midst of the party season it's easy to be swept up in the glamour of it all... We looked towards the A/W collections of some of our favourite retro-inspired and reproduction vintage brands for glitzy inspiration, drawing upon deep reds, green velvets, touches of gold and timeless graceful silhouettes.

RETRO & VINTAGE

Glitz & GRACE

Dress Voodoo Vixen
Earrings by Bow & Crossbones
Shoes Banned
Bag Woody Ellen

Model & MUA Charlotte Tighe



Dress: Jondoo Vixen / Shoes: Banned / Bag: Woody Ellen / Earrings: by Bow & Crossbones
Model & MUA: Charlotte Tighe www.instagram.com/charmtighe
Photography & Styling: Vicky Keen. Special thanks to The Edward Lear pub,
Holloway Road for providing a beautiful space. www.theedwardlear.co.uk



Skirt & Roll Neck: Juniper Collectif / Glasses: by Beanie (Chaos Brothers)



Coat: by Hell Bunny / Bag: by Hearts & Roses / Shoes: by Bettie Page, Ellie Shoes.



Coat: by Hell Bunny / Bag: by Hearts & Roses / Compact: by Woody Ellen



Dress by Heart & Roses / Bag by Banned



Cropped Fur Cardigan by Collectif / White Roll Neck Jumper by Banned / Trousers by Hell Bunny
Gold Heels by Banned / Glasses by Revue Eyewear (Clare's brothers)



Dress Zoe Vine
Shoes Lola Ramona
Bag Woody Ellen



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@ LONDONEDGE
FEB 17
TO DISCOVER
SPRING SUMMER 17
NEW COLLECTION
STAND VG 59

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*Our winter season is looking
toward the highlands, with a rush
of tartan and checked pieces*

VINTAGE TARTAN TREND SPOTLIGHT



TRENDS

Tartan patterns were a clear winner among our retro brands at the September 16 show. Our favourites were high-waisted skirts, trousers, dungarees, and sweetheart neckline, cap-sleeved dresses. All in the perfect colour palette for winter – red, green, brown & navy hues.

1. Lindy Bop / 2. Voodoo Vixen
3 & 4 Collectif / 5 & 6 Hell Bunny
7. Banned



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JEWELLERY & BODY PIERCING

See you at STAND M215



Credit - Punky Pins

#Patchgame100%

1 - 2 - 5 - 12 - Punky Pins
3 - 9 - 10 - 11 - Cosmic (UK Apparel)
4 - 6 - 7 - 8 - Extreme Largeness

TREND SPOTLIGHT

PINS & PATCHES

Pin badges and patches have seen a huge resurgence over social media in the last 6 months, with endless comical and cute pins flooding Instagram, and heaps of independent companies springing up. We love the cult edge to exhibitors Punky Pins' designs, the spooky cuteness from Cosmic at UK Apparel, and the bold slogans of these patches from Extreme Largeness.



BRAND SPOTLIGHT

NEW ROCK

New Rock is an iconic brand in alternative fashion, often copied, never out done. The name is synonymous with heavy metal and goth subculture, and most of us have a well loved pair of their heavy, stacked, black boots in our wardrobes.

New Rock are a long time Edge exhibitor, each season refreshing their brand offering & maintaining their popularity among buyers and press alike. We got in touch with Nico, sales manager & family owner of New Rock, we asked about how they've grown and developed the brand over the years...

LE: Tell us about the legacy of New Rock...

NR: "Our company has been working in a shoe making tradition since 1929. My grandfather started

this business, and after 1978 it became the NEW ROCK brand. Our style really took off and became popular in the 90's."

LE: How do you keep reinventing your collection each season?

NR: "Each and every month we create new styles - always with the spirit of New Rock, and using our signature metal ornaments."

LE: Do you guys keep trends in mind when you create the next season?

NR: "We always are inspired by trends, and by music to create our designs."

LE: How has your presence in the UK changed over the years?

NR: "After a few years of our retailers stores closing due to the financial crisis and the Internet becoming more popular for shopping, now we have increased our retail store customers around UK. New Rock have recently opened a new corner store at Brick Lane."

LE: What is in the future for New Rock? What can we expect to see from you guys at the show in Feb?

NR: "In last 12 months, New Rock have a huge growing worldwide, and we have built new production lanes and a bigger warehouse at our factory in Spain. We are also building a new showroom and a catwalk area for the next fashion weekend on 2017!"

Thanks Nico!

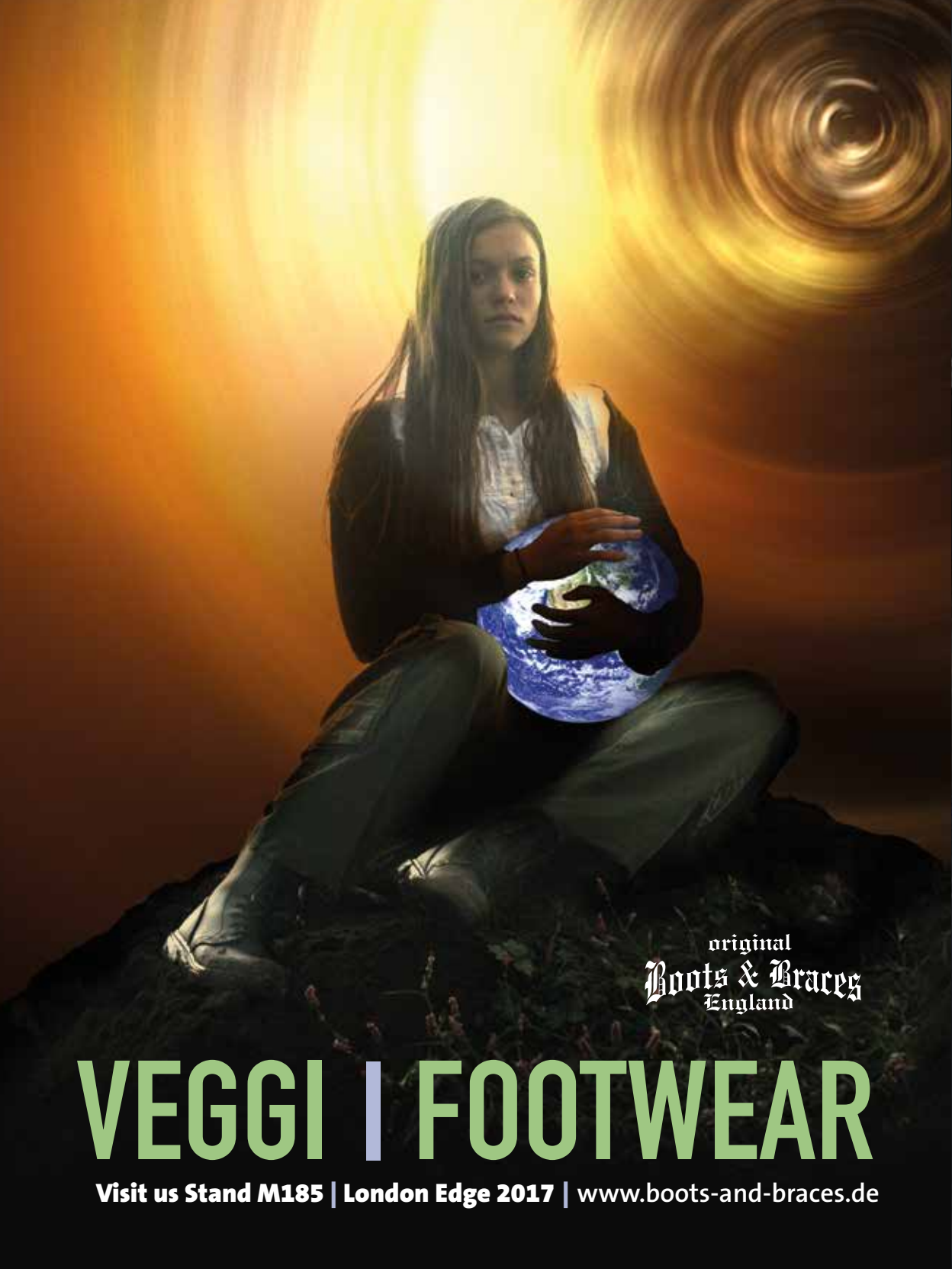
You can find New Rock on the catwalk at Feb 2017, and at stand number M96



NEW ROCK SHOE MAKING TRADITION SINCE 1929



NEW ROCK



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Model & MUA Olivia Emily
www.oliviaemily.com
Photography & Styling Vicky Kear

ALTERNATIVE STREETWEAR

All the *Love* GONE **BAD**

Head to the streets, clad all
in black, good girl gone
bad in fishnets and furs,
leather and denim.

Jacket Iron Fist / T-shirt Libra Style
Tights Pamela Mann
Shoes TUK / Choker Bullet 69



Iron Fist Dress / Bulle 69 Belt / Pamela Mann fishnets / TUK boots / Alchemy rings



OSX leather jacket / Iron Fist Dress / Bulle 69 Belt / Pamela Mann fishnets / TUK boots / Alchemy rings



Jacket Iron Fist / T-shirt Trash Style / Tights Pamela Mann / Shoes TUK / Choker Bulle 69

Mesh Top Queen Of Darkness / Body (worn underneath) Phaze / Trousers Burleska / Shoes TUK / Rings Alchemy / Choker Bulle 69





Crop Top Rn' Body / Mesh Top Queen Of Darkness / Skirt Rn' & Fly / Crocker Bullet 69 / Rings Alchemy



Dress Jovbrecker / Harness Funk Plus / Jacket OSX / Tights Pumaie Mann



Dress Jovbrecker / Harness Funk Plus / Jacket OSX / Tights Pumaie Mann



Sweatshirt Syd & Malory / Long Sleeve Top (worn underneath) Spiral
Jeans Darkside / Shoes TUK / Crocker Bullet 69 / Rings Alchemy



T-shirt Cosmic / Crocker Extreme Lugeness / Pumaie Dress Rn' & Fly
Belt Bullet 69 / Rings Alchemy / Sunglasses Reave Eyewear / Shoes TUK



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BDC, London, 12th - 16th February 2017
www.etnox.de www.echt-design.de



MISS
VICTORY
VIOLET
BLOGGER SPOTLIGHT

TRUE VINTAGE

Retro style fashion gains in popularity each season & it's no secret that vintage bloggers are a key element to success. Bloggers fill Instagram with covetable brand imagery providing constant confirmation that vintage-style is strong and that the products are beautiful.

Miss Victory Violet is one such blogger. Originally from New Zealand, now in London, she creates classy & polished retro inspired looks on her blog & social media. We asked about her leap to England & her thoughts on the scene in London.

LE: Tell us a bit about yourself...

VV: I'm a 26 year old vintage obsessed New Zealander & moved to the UK with my husband in August. I specialize in vintage hairstyling but since moving to London, I've been focusing on my blog & vintage modelling. I'm passionate about travel & one of the big reasons for coming to London was the accessibility to Europe.

LE: What started your vintage love affair?

VV: I didn't start dressing in the full vintage style until I was 20 but, looking back, I think that my love of 'Grease' probably influenced me! What really got me into the scene was a combination of loving the hairstyles of the 40s & 50s when I started hairdressing & finding the world of vintage reproduction. In New Zealand, good true vintage is scarce so being able to order a 50s inspired dress made out of modern fabrics that could be washed easily was a revelation!

LE: Is there a big vintage scene in New Zealand?

VV: Yes & no. It's pretty big for the population & it's grown in the last 1-2 years but it's still pretty tiny by UK & US standards.

LE: Was the vintage scene in London a factor in your decision to live here?

VV: Definitely! London was top of the list in terms of vintage in the UK/Europe. We've only been here a couple of months but already there've been so many fantastic opportunities for me.

LE: Have you got any London shopping tips for vintage?

VV: I recently visited Portobello Road Market. My oh my, that was fun! So many antique & vintage treasures to be found & I also love Spitalfields Market & the Collectif Shop as there's such a great mix of vendors.

LE: What did you think of LondonEdge in September?

VV: It was really exciting getting to see the new collections but it was also special because I'd done a design collaboration with Miss Candyfloss & the two dresses were on mannequins as you walked through the doors! That was pretty awesome!

LE: Are there any vintage brands that stood out for you at the show?

VV: I loved the shoes & bags from Banned & I was also really impressed with The Seamstress of Bloomsbury range. Getting to feel the quality of the fabric was lovely & I thought their more classic vintage reproduction was beautiful.

Head over to www.missvictoryviolet.com to see more of her gorgeous looks & vintage coordinates.

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MODEL SPOTLIGHT LUSY LOGAN

Lusy Logan is an alternative model with a style all of her own. Known for her extensive tattoos and killer looks, Lusy has modelled for many LondonEdge brands and continues to reinvent her look each season. Lusy joined us at the show for our Influencer's event – a part of the show where we invite models, bloggers, media, press and other influential and creative people to join us at the show and connect with all our amazing brands. We asked Lusy a bit about herself, her career and her thoughts on the show...

LE: So tell us a bit about your personal style...

LL: "I would describe my style as Dark elegance, scruffy goth with a feminine twist."

LE: Have you always been quite alternative in your dress sense?

LL: I have always been alternative in my dress sense, all through school and growing up I wanted to be different.

LE: How long have you been modelling for now?

LL: I have been modeling professionally for 7 years. I've had many looks, different hairstyles and colours over the years, but it's really helped me grow as a person and given me confidence in myself.

LE: We're used to seeing your modelling work at the show – namely that Hyraw campaign starring you and model Dickie Smith. Who are some of your favourite brands to work with?

LL: My favourite brand to work with is Killstar, they are my absolute favourite, and some others include Church of Sanctus, Disturbia and Hyraw.

LE: So you're now moving into the world of tattooing. What motivated you to make this change?

LL: I started to learn to Tattoo back in 2012 and it was put to one side due to personal issues going on in my life. Since then I've been working as a receptionist at my brothers Tattoo Studio, and this year I have decided to get back into tattooing and make a name for myself because I think I could be really good at it.

I've started training with the master of portraits David Corden in Edinburgh, which I plan to continue to perfect portraits and realism. I plan to find a studio to settle into and carry on with apprentice work, hopefully Tokyo Tattoo are considering taking me on as I have applied to work there.

LE: Sound like an exciting change. It was great to have you join us at the show as a part of our Influencers Event last season, and I know you've been attending the show for years.

LL: I enjoyed London Edge this year, seeing all my favourite brands, as well as gaining interest from other new brands who liked my look.

LE: Did you see any new collections at Edge in September that you're exciting about?

LL: I saw some items from Collectif clothing this year that I really liked, one of them being a leather wiggle pin-up dress that I thought looked amazing! And of course seeing Killstar's new range due to be released later this year was very exciting, I can't wait to get my hands on it!"

Thanks Lusy! You can see Lusy's work over on her Instagram - @lusylogan. If you'd like to be more involved in the Influencers Events at the next show, get in touch – Vicky@nmwcreative.com

OKAYLA

Stand: VG4 • www.okayla.co.uk • info@okayla.co.uk



Shoes - Ellie Shoes / Tights - Pamela Mann / Cuff worn as Anklet - Funk Plus



Touch Me

Leather, PVC, fishnet, metal - this seasons accessories are tactile and full of texture - made to be touched. Featuring accessories & garments from Burleska, Darkside, Funk Plus, Bullet 69, Ellie Shoes, Pamela Mann & cosmetics from Manic Panic.



Model & MUA Hannah Cunningham
Photography & Styling Vicky Kear
www.instagram.com/___empty_alien/

Clear PVC O ring choker - Funk Plus / Tights worn as gloves - Pamela Mann / Lips - Monic Panic Glamazon lipstick in Raven, Monic Panic lethal lips in Raven.

Boots - Ellie Shoes / Tights - Pamela Mann / Shorts - Darkside / Fishnet Top - Burleska



Wrist restraints Bullet 69 / Trousers Burleska



Choker & Harness - Funk Plus / Net top - Burleska



Wrist restraints - Buller 69 / Trousers Burleska



Leather Ears harness - Funk Plus / Net top - Burleska



Ears - Funk Plus

BLOGGER SPOTLIGHT LAZY KAT

Katia is a Parisian blogger with a unique pastel style, known for her blogging persona Lazy Kat.

Katia often works with Edge brands such as Iron Fist, and we love how she mixes up pastel shades and alternative influences. We got in touch to ask about how she works with brands, and her experience at the show in September.

Hey Katia!

LE: So, tell us where you get your fashion inspiration?

LK: I get my inspiration from everywhere, online with blogs, tumblr, pinterest and in real life from people in the streets etc. I would describe my style as eclectic, I love to change. One day I can be pastel head to toe and the other one you can see me wearing all black.

LE: Where do you usually find out about new brands?

LK: At tradeshows like LondonEdge or Who's Next in Franc), but instagram mostly and sometimes from magazines (online or printed).

LE: Do you shop online or in physical shops more often?

LK: I think mostly online, because you can find everything, especially when you want to wear non-boring clothes!



LE: Sept 16 was your first LondonEdge – how did you find the show?

LK: It was really good to see a different tradeshow with alternatives brands! I had a really good time and discovered some new brands along with brands I already knew but got a sneak peek of the upcoming collections.

LE: What sort of brands do you usually work with?

LK: It's mostly fashion brands, like ASOS and Lazy Oaf, but also with beauty brands like Too Faced for example.

LE: What would you say is your favourite part about working with brands?

LK: I love to see the collections before they are released! Haha!

LE: What tips would you give brands looking to work with bloggers or gain more social reach?

LK: To trust the bloggers, we know what we are doing because it's our job! Also to offer to pay, even if it's not much. We work hard for our blogs, doing pictures, editing, interviews etc, and we can't pay our rent with clothes haha!

Thankyou Katia!

Check out the blog at www.lazykat.fr





BRANDS SPOTLIGHT

MANIC PANIC

"These people love something different, something edgy and fun and that's what we are..."

MANIC PANIC

Manic Panic have been with Edge from the start, bringing their punk infused hair colours to the show for over 16 years. The brand is still a popular choice for crazy hair colours, and is always a hit at the show. We got in touch with Jon Taylor, who heads up the UK branch of the company, to ask more about their journey with Edge so far...

Hey Jon, So, how long have Manic Panic been exhibiting with LondonEdge now?

Hi! The brand has been represented at London Edge for many, many years and hopefully many more to come!

Why do you think LondonEdge works so well for the brand?

London Edge is as you guys say 'Never Boring' and that just works so well with us. You have the perfect clientele at your show. These people love something different, something edgy and fun and that's what we are!

Brightly coloured hair has been so on-trend in the last few years, do you think Manic Panic benefitted from that trend?

Of course, bright hair is a trend that has come and gone so many times over the years, starting in the 70's where all of this began and now its back again! We couldn't be happier that more and more people are discovering and experimenting with our colours.

Your new Creamtones products were developed as a reaction to the pastel hair trend – do current trends often influence your product offering?

Our Creamtones Perfect Pastels range filled a gap in the market for 'Ready Made' pastel hair colour making it a unique product – No mixing required! We like to try and keep up with the biggest trends while still offering products of the highest quality.

Manic Panic has such an iconic history – is this still as important to the brand?

Does this influence your marketing and promotion?

Manic Panic history is such an important part of everything we do, we never forget where it all started! We like to keep true to the Punk and Rock 'n' Roll style branding.

What do you think has kept Manic Panic so successful over the years? (product, marketing, history...etc.)

I think it's a real combination of everything. We always work with such a great team, and of course because of the products we offer. Our dyes are always of the highest quality, as well as being 100% cruelty free and Vegan, PPD and Paraben free.

Where do you intend to take Manic Panic in the future?

We are expanding into Europe and we have amazing partners in Spain and France, we hope to extend this further and create more and more awareness of the brand and these products we love!



At Elements Rainwear we have a real passion for quality, fashionable rainwear!

Deeply committed to maintaining high standards and preserving traditional methods of production, we still use the same machines today that were originally used at the 'Marks Bros of Ardwick' Old Mill factory.

We are one of the last companies in Europe to still produce rainwear in this manner. By continuing to hone and develop these skills we are able to bring you extremely high quality, British made rainwear.

Most of our items are made to order but we also offer an off the shelf range which is ideal if you need your rainwear in a hurry!

Elements products have been used by many film and TV companies who need period raincoats. Our items have also appeared in numerous music videos and theatre companies. In September 2016 one of our coats was featured in Grazia Magazine!"



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BEAUTY BRANDS SPOTLIGHT

BRIGHT AND BEAUTIFUL

Make up Artist and Beauty blogger Kaytee Ellen reviews her favourite Manic Panic and Herman's Professional Haircolor products...

HERMANS PROFESSIONAL HAIRCOLOR

"I found out about Hermans Professional Haircolor at London Edge and I am so glad I did. I got the chance to try 4 different colours, Tammy Turquoise, Patsy Purple, Lemon Daisy & Bloody Mary. The names are so cute!

These are amazing! They're super pigmented & last for ages. The dye pots are decorated so wonderfully & you get lots inside - the colour you choose is the colour you will get.

I also tried out their bleaching kit & it's one of the best I've tried - & I've tried a lot! You don't get that awful bleach smell & it works a treat. I went from Turquoise & Purple to Red and Yellow so you can see how well the bleach & hair dyes work! Can't wait to try out Rosie Gold & Olivia Green!"

01. HAIRCOLOUR:

Hermans in Lemon Daisy & Bloody Mary.

02. HAIRCOLOUR:

Hermans in Tammy Turquoise & Patsy Purple



BEAUTY BRANDS SPOTLIGHT

BRIGHT AND BEAUTIFUL

MANIC PANIC

I hadn't used Manic Panic in a while but I am so glad I got to check them out at London Edge & see all the new products they had.

I got the chance to try out a bunch of their amazing cosmetics & some of their hair dyes. I've only gotten the chance to try out one of their hair dyes so far - a girl has only one fringe! I tried out Dreamsicle, which is a beautiful pale orange. It went perfect with my Halloween themed fringe, went on amazing & came out exactly how I expected. I can't wait to try out the others.

I also tried out a variety of the cosmetics. I tried their Lust Dust in Limelight which is a sparkly pigment & it came out amazing on the eyes plus their glitter liquid & pencil liner in Mermaid & they're so pretty. You don't lose any of the sparkle when applying & it's lasts all day! I'm a glitter fiend so when I was sent their pink glitter I almost fainted! I've used it in both looks as I can't get enough. Lastly I tried out their lethal lipstick and cross gloss in Raven. I'm totally digging it - great pigment & not sticky. It can sometimes be difficult to find products with a lot of pigment & Manic Panic definitely do not lack it!"

See more of Kaytee's looks on her Instagram
www.instagram.com/kayteeellen/

03. MANIC PANIC:

Orange Hair: Manic Panic Dreamsicle.
Eyes: Lust Dust in Limelight, Glitter Liquid & Pencil in Mermaid & Manic Panic Pink Glitter.
Lips: Manic Panic Lethal Lipstick & Raven Cross Gloss.

04. MANIC PANIC:

Orange Hair: Manic Panic Dreamsicle.
Eyes: Manic Panic Pink Glitter



BURNING RUBBER UK Ltd.

"Larger than life brands & petrol-head heroes"

Burning Rubber UK Ltd. is a company specialised in the manufacture of apparel under license for major 'petrol-head' brands. Primarily focused on all things Americana, we manufacture high quality garments in Europe and distribute widely across Europe and Asia. Some of our amazing brands include:



If you are interested in stocking any of these great selling brands in your retail or online business, please do not hesitate to contact us!

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