

LONDON



[www.londonedge.com](http://www.londonedge.com)

A/W16 SHOW PREVIEW



# NEVER BORING

## Features:

New Blood  
'Get Your Kicks Boys'  
Plastic Fantastic  
Beauty School Dropout  
Festival Fashion

## Brand Spotlight:

Voodoo Vixen  
T.U.K.  
Too Fast  
Unique Vintage  
Flibustier Paris  
Yummy Gummy

TRADE SHOW

4 - 6TH SEPT 2016  
B.D.C. Islington, London N1

Plus Blogger & Model Focus:

Sabrina Carder, Wioleth & Cervena Fox



## WELCOME TO LONDONEDGE SEPT 16



*The 34th LondonEdge show is just around the corner,  
back with a vengeance and back at the BDC.  
Last season was amazing and for this season it's going to  
be even bigger and better.*

Our return to the BDC means we can once again soak up the sights and sounds of Islington, and we're ideally positioned between trendy, on-the-pulse East London and traditional heavy-metal Camden. Our opening party will be right around the corner at the Islington Metal Works, and the transport and entertainment options are abundant in the local area.

This is now the 3rd edition of the LondonEdge Magazine, and as ever we're bursting with brands, trends, editorial & insights into the contemporary alternative scene that LondonEdge champions. This edition is full of everything you need to get the measure of LondonEdge and our take on the lifestyle fashion industry. Check out the interviews with tastemakers such as bloggers Wioleth and Sabrina Carder. Peek our photoshoot and trend highlights for the best of what's to come, and insights into new collections from the front-running brands due to appear at the show. This season we're stoked to introduce newcomers to the show including Flibustier Paris, Unique Vintage, Sade Farrell and Pygmees and Turbowear. See more of the huge range of New Blood on page 7 & 24. Enjoy the 3rd Edition of the LondonEdge magazine, and we'll see you soon at the Business Design Centre!

Head to [www.londonedge.com](http://www.londonedge.com) for more show information, to REGISTER for your free entry badge or to get in touch about exhibiting.

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**LondonEdge** takes place **4th – 6th September 2016**  
Business Design Centre, Islington, London. N1 0QH  
To register please visit: [www.londonedge.com](http://www.londonedge.com)

Design & Creative: Gary Everitt



*Hell Bunny*  
stand: M 105



VISIT US AT STAND M169

## WHAT'S ON WHEN

*From seminars & speakers to catwalk shows & parties, we've got a full schedule of exciting & informative events throughout the show. LondonEdge... Never Boring.*

### SEPTEMBER 2016

#### OPENING TIMES:

Sunday 4th - Open 10am - Close 6pm  
Monday 5th - Open 10am - Close 6pm  
Tuesday 6th - Open 10am - Close 4pm

#### SEPT 2016 CATWALK TIMES:

Sunday 4th - 11am, 1pm, 3pm, 5pm  
Monday 5th - 11am, 1pm, 3pm, 5pm  
Tuesday 6th - 10.30am, 12pm, 1.30pm, 3pm

#### SEMINAR PROGRAMME TIMES:

Sunday 4th Sept: 12 midday & 2pm & 4pm  
Monday 5th Sept: 12 midday & 2pm & 4pm  
Tuesday 6th Sept: 11.15am & 2pm

A perfect reflection of the show, our seminar programme this season is diverse, exciting, informative and different. From a world expert in the art of Body Modification through to a charity promoting an anti-bullying message to Tish & Snooky Bellamo - the planets first generation punks, they'll all be entertaining & memorable. More specific details and information will follow.

#### VENUE LOCATION & TRAVEL INFORMATION:

Business Design Centre, Upper Street,  
Islington, London, N1 0QH

Visit: [www.londonedge.com](http://www.londonedge.com) for hotel information.  
Visit: [www.businessdesigncentre.co.uk](http://www.businessdesigncentre.co.uk) for parking information.

#### LONDONEDGE OPENING PARTY:

We're returning to one of our all time favourite party venues, the Islington Metal Works, for this seasons opening night party.

Join us for a night of drinks, dancing & hella rock n roll! 6.30 to late grab your ticket and full details from the Organisers Office at the show on Sunday 4th, or RSVP to [Vicky@nmwcreative.com](mailto:Vicky@nmwcreative.com)



Tailians Threads / Holographic Unicorn

## BRAND SPOTLIGHT UNIQUE VINTAGE

*Unique Vintage is the ultimate vintage online hang out.*

www.uniquevintage.com stocks both the brands original own line of dresses, swimwear and separates and a curated selection of gorgeous pieces by other notable vintage brands.

Unique Vintage started back in 2000, when founder Katie Echeverry took her flea market trawling hobby pro, selling vintage finds online and designing retro inspired garments as well. Her own designs started flying out, and in September of 2008, Katie opened her first Brick and mortar store. In the enviable position of Burbank, California, the store is prime location for Hollywood celebs and stylists alike. Just some of the shows UV items have popped up on are "Glee", "Pretty Little Liars", "American Horror Story", "Vampire Diaries", and "True Blood". Celebrities who have shopped the UV racks include Zooey Deschanel, Elle Fanning, Ariel Winter, Jennifer Love Hewitt, and Teri Hatcher. We got in touch with Jina from the brand, and asked her a bit about what we can see from the brand at the show.

**LE:** What sets Unique Vintage apart from other vintage/retro brands?

**UV:** Unique vintage is a retro-inspired brand, and we are of course influenced by the silhouette styles from the classic past! However, we don't want to just repeat what has been great. We want to also infuse originality and offer something our customers can't get anywhere else. We get so many compliments on our beautiful in-house designed prints that adorn our swing skirts, dresses, and swimsuits, and our hand beaded flapper style dresses! Our customers are able to spot a "Unique Vintage" dress because of our signature styles, quality, and fit!

**LE:** What can we expect to see from Unique Vintage at the show?

**UV:** Beautiful new variations for our BEST sellers. Customers love our key, classic styles but we're always finding new ways to play with new necklines, silhouettes and develop more one-of-a-kind prints to



always have a fresh look. While fall/winter brings deeper palettes in our fabric choices - we do not shy away from color and incorporate fun pops of vibrant hues year round. We have intricately beaded 1920's frocks, as well as sexy wiggle dresses and printed swing skirts coming up that we can't wait to show our buyers!

**LE:** What drew you to LondonEdge?

**UV:** There are so many tradeshow in each market so we have to be particular about what shows to invest in and represent ourselves. Unique Vintage is a brand that would cater to fun, innovative, retro-loving stores and LondonEdge seemed like the perfect fit! We loved that the brands exhibiting at London Edge doesn't seem like a hodge-podge of random genres, but rather a thoughtful, curated collection of brands that would compliment each other and really draw in the right buyers for us!

Unique Vintage are a welcome addition to the vintage offering at LondonEdge, and really cements the show as the go to tradeshow for retro-inspired trend-led fashions. Head over to Stand **M181** at the show to see Unique Vintage, a must see for a taste of the next season vintage inspired trends.

www.unique-vintage.com/wholesale



## 1ST CUT NEW BLOOD

### SOME OF OUR NEW BRANDS FOR SEPT'16

**ISOLATED HEROES:** Specialising in hand-embellished and embroidered items, Isolated Heroes has been creating Hyper Real influenced garments since 2012. Known for their oversized silhouettes, vivid colour palettes and innovative use of fur and sequins, the brand has developed both a cult and celebrity following for it's intricate, handmade pieces. A must see for up to the minute youth culture at the show - Stand **VG9**

**FEIN UND RIPP:** A small family business from Berlin dealing with new old stock garments from all over Europe. The brand focus is on 1920's work wear yet also stock 1950s - 1970s colourful clothing for men and women. All products are never worn and original, and all made in Germany. The brand will be bringing poloshirts, velour sweaters, cardigans and much more to Edge in Sept - a must see for authentic vintage garments Stand **VG65**.

**MELBOURNE ACCESSORIES:** An emerging home-ware and giftware brand. Each season the brand sets out to make their customers space less boring with printed homewares - with designs featuring everything from skulls to Russian Dolls prints. Head over to Stand **VG51** for your alternative homewares fix.

**CRIME CITY CLOTHING:** New Swedish punk and rock'n'roll clothing brand, created in 2011. The brand was born, as so often in the punk scene, through a passionate discontent against the current market, and strives to stay true to it's roots and create something different for the alternative apparel market. All Crime City Clothing's designs are illustrated by the brilliant artist Vince Ruarus, Head over to Stand **M17**.

**KHIEN'S STUDIO:** Jewellery is everything from fun and cute to fab and feminine - "jewellery for all the cool girls". Kheien's has been designing and making jewellery from porcelain since 2010 and all pieces are designed in house and made by hand. A must see for accessory stockists at Stand **M206**.

**LONDONEDGE** prides itself in being a leading platform for emerging brands and exciting new trends. Each season we invite new brands to join us at the show, always adapting and increasing the variety that we have on offer for our buyers. Here we introduce you to just some of our **NEW BLOOD** for Sept16...



## BRAND SPOTLIGHT YUMMY GUMMY

*Nobody is making latex sheeting or garments quite like this right now.*

Yummy Gummy is a bespoke sheet latex company, who join us at LondonEdge to showcase their ready to wear and bespoke latex clothing ranges. Yummy Gummy craft each sheet of latex themselves by hand pouring, and love to experiment with colour ways, pigments, and techniques. Nobody is making latex sheeting or garments quite like this right now. Yummy Gummy is a breath of fresh air in the latex market – moving away from strictly fetish applications, and introducing a wider audience to the joys of latex clothing with accessible and fashion led designs, in a mature range of colourways. We asked Rebecca a bit more about developing a fan base away from the fetish scene, and the inspirations behind the collections.

### How did you come to start Yummy Gummy?

"I was taught how to make sheet latex by a photographer. It started as just fun and messing around like you would with paint, but then I discovered fetish markets. I took some of my samples along and realised that there was nothing like me available in the scene.

### Do you market Yummy Gummy specifically at the fetish scene?

No. In being at London Edge I am specifically trying to open up my brand of latex to the wider fashion community. My clothing designs are far from fetish standards. They're very much fashionable fun pieces. You don't need to be a seasoned latex wearer to want to wear my collection. I've made them very fun and comfortable for everyone to enjoy.

### Your clothing covers some fetish inspired designs but also more wearable clothes – do you seek to encourage more people to brave latex?

Yes, Latex is a fabric that everyone needs to try on at some point in their life. It's very empowering to wear and it's a feeling no other garment can give you. I want people to break away from the view that it is like



wearing a condom, its much more than that, its a second skin that hugs your body all over, to some it can feel comforting. I'd like latex to go through the transformation that PVC and plastic has gone through, from tacky sex shop costumes to funky fashion wear sold on the high street.

### We've seen on Instagram that you've been working on some colour changing and heat reactive designs?

I like to try and keep ahead of the game with what is possible with latex. I've been busy buying amazing, expensive pigments. My 2017 collection will definitely feature more colour change latex and more subtle designs as my brand evolves from 'in your face' colours to mature couture sparkle. I'm still working on the heat changing latex to get the perfect temperature so it only changes on certain parts of the body and not all over. Either that or I need to work on what sort of designs would work best. It's all new and exciting.

### What are your inspirations for each new addition to your collection?

What people have liked from the last one the most. I look at my best sellers and develop from there. I also look in to the fetish and "normal" fashions to see if there is anything I like. I like to keep my designs simple so the latex does the talking. I like to design things that every shape looks good in and garment shapes that are flattering." Yummy Gummy at LondonEdge in September - Stand G1.

## BLOGGER SPOTLIGHT SABRINA CARDER

*Sabrina Carder is the fashion obsessed unconventional blogger behind Young Eccentric.*

Her Instagram feed and blog are a refreshing mix of high fashion, high-street fashion and alternative fashion, showcasing her imitable style and impeccable taste. We love how she mixes up brands and styles, and we asked her for the low down on her time with us at the trade show last season.

"I have a very versatile style so London Edge is perfect for me because it has something for everyone. You can find any style, from kawaii pastel heaven to dark gothic designs and not forgetting ALL the vintage vibes you could ever want.

I love that London Edge represents everyone independent and every year one of my favourite things to do (as well as scoff all the pick a mix) is going round and discovering these amazing brands.

One of the main aspects of my blog The Young Eccentric is to share the cool independent brands I discover and through London Edge I have managed to work with some of my faves, including Alice Takes A Trip,

Iron Fist and The Ragged Priest. It's so exciting for me to have all these brands in one place. I get very over excited and do try my hardest not to look like an utter fan girl as I look through the latest collections (I'm pretty sure I fail miserably).

Everyone who attends London Edge probably knows that growing up as someone who likes alternative fashion and doesn't conform to mainstream trends isn't a walk in the park.

One of the main reasons why I started my blog was because I was so shy about my style after being asked 'Sabrina what ARE you wearing!?' by my family and friends nearly every time to went out the front door. But when you come to LondonEdge and meet all these wonderful people, whether that be the exhibitors, visitors or other bloggers it's so lovely because you feel as if you've clicked your YRU platforms together and have found your fashion home.

Every show is just hardcore-fuelled fun, you never know quite what situation your going to get yourself into. Last show i ended up wearing a dress made out of latex by Yummy Gummy Latex (yes it was a two person job to get me out of it). The show before that I looked so 'Oh My Goth' in a wonderfully gothic Jawbreaker dress and black lipstick. See I did warn you I have a versatile style.

LondonEdge is not just an exhibition; it is a celebration of alternative fashion and creative people. Furthermore, for me it's now a chance to be reunited with my #edgy friends. Together, we look like Spice Girlz 2.0, even if I do weirdly stand out the most for being the only one still with my natural hair colour..."

Check out Sabrina's blog '[Young Eccentric](http://www.theyoungeccentric.com/)'





# 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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## BRAND SPOTLIGHT

# TOO FAST

*Too Fast has long been a favourite exhibitor at LondonEdge, each season bringing to the show a fresh take on their edgy style.*

Each season they bring their namesake lie Too Fast along with sister brand Rat Baby to LondonEdge. We spoke with Maureen, designer at Rat Baby, about their beginnings and the new collection.

### Tell us a bit about how the company began ...

I grew up on punk rock, and I fell in love with the way that punk was more than just music, it was a whole lifestyle, and the way you mirror that lifestyle is through fashion. We all made our own DIY stuff; studded jackets, patched up everything, ripped up tees, etc. and as I got older I just turned that into a business I guess. I got onboard at the very start of Ebay. I sold so much during that time that I was able to use the money I made to grow my line. And the rest, as they say, is history.

### What sets Too Fast and Rat Baby apart?

Too Fast leans toward a more traditional punk or rockabilly crowd whereas Rat Baby is for a younger more edgy, fashion forward crowd.

### Do you have different design teams for the brands?

Well, yes, kind of...Karen focuses more on Too Fast and I take on Rat Baby. Then we bounce ideas off of each other and work together on both lines, so it's still a collaboration, but we are still a small company with a small design team. I really prefer it that way too.



### How does your team approach the design process & how do you keep your designs fresh for each season?

It is tough! We have been at this a long time now! It's funny that you ask this because I was just thinking about this the other day, thinking, "I have been putting swallows and pentagrams on peoples butts since 2000!" I guess I just keep my eye on the trends, I know what I like and I know what our customers are into.

### What do you find beneficial about LondonEdge, and tradeshows in general, for Too Fast?

It gives us the chance to bring our clothes to the international market. And it is great for our customers to actually see and feel the clothes before they purchase them.

What can we expect to see from Rat Baby & Too Fast at LondonEdge this season? A very creepy spring! Go see them on stand V25.





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## WHERE DO YOU GET YOUR KICKS BOYS?

*Get Dapper...*

From the old school rockers to the most proper gent, there is a huge selection of shoes for the boys at this seasons show. Creepers, boots, moccasins, winkle pickers, platforms... **what's your favourite?**



06

1. Delicious Junction
2. Grinders
3. Delicious Junction
4. T.U.K.
5. T.U.K.
6. New Rock
7. Angry Itch



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## Plastic FANTASTIC

*All that glitters is not gold...we heart plastic decorations.*

Get ahead of the crowd and grab your fix of velvet chokers, acrylic charms, and resin brooches for the coming season.

- 1 > Esrtwilder
- 2 > Esrtwilder
- 3 > Sun Jellies at Collectif
- 4 > Sun Jellies at Collectif
- 5 > Esrtwilder
- 6 > Cherry Loco
- 7 > Cherry Loco
- 8 > Esrtwilder
- 9 > Extreme Largness
- 10 > Extreme Largness
- 11 > Extreme Largness



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*An exciting new brand of vintage ladieswear  
Find us on stand VG3 - [www.prettyretro.co.uk](http://www.prettyretro.co.uk)*



# NEVER BORING

## LONDONEDGE CLASS OF '16

At the heart of LondonEdge are the subcultures that made us who we are. Our counter culture roots run through everything we do; you can see them in the diversity of the brands we represent and in the press, retailers, wholesalers, and media who visit our shows. The continuing success of LondonEdge and our

brands that relentlessly prosper, prove that subculture isn't dead – we're still live and kicking, and pushing forward on the fringes of mass media.

We got together a bunch of creatives, influencers and awesome people to represent the Edge class of 2016 – glorious in their differences, powerful in their individual styles. Choose your favourite or love 'em all...

Photography: Xanthe Hutchinson Make Up: Jess Whitbread  
Hair: Betty Bee Styling & Direction: Vicky Kear  
A big thankyou to our wonderful team of models.



# GREASER GUY

Our throwback heart-throb Ryan is too cool for school. Ryan wears Dragstrip plain logo tee, OSX leather jacket and jeans from Darkside. Those iconic greaser creepers are from T.U.K. and chunky silver rings from Alchemy.

This super slick style is at the heart of menswear at LondonEdge. Get high quality rockabilly tees from Toxico, Dragstrip and Iron Fist; check out the real leather options from OSX or vegan leather from Killstar, and get all your essential rocking accessories from the guys at Sourpuss with their Kustom Kreeps range.

 CLASS OF '2016



Model: RYAN

1. Dragstrip / 2. Alchemy / 3. T.U.K. / 4. Dragstrip / 5. Sourpuss



# GOTH QUEEN

GOTH 4 LIFE. Emily rocks the darkest of styles, our dream girl in blackest black. Wearing a Queen Of Darkness dress, sleeves and leg garter, Pamela Mann cobweb tights, Bullet 69 heavy duty choker and of course, some super stacked New Rocks.

Goth style is represented at LondonEdge by the best in the industry – visit Queen of Darkness, Demonica, Jawbreaker, Pentagramme, Poisoned Clothing, Sinister, Spiral Direct, Phaze and Too Fast for a touch of the dark side! Grab occult inspired accessories from Kreepsville, Killstar and Cherryloco, and don't forget to add a touch of latex from our faves Catriona Stewart and Yummy Gummy Latex.



Model: EMILY

1. Spiral Direct / 2. Killstar / 3. Bullet 69 / 4. New Rock



# HEAVY METAL HEAD

Heavy music influences reign supreme – we wear black, black and more black. Joe wears Run and Fly black straight jeans, Angry Itch heavy military boots and Wallet chains by Bullet 69, with his own band tee.

Check out Killstar, QOD, Run and Fly, Darkside and Hyraw at the show for great dark denim. Heavy military boots are a must – our exhibitors Angry Itch, Grinders, and New Rock have got you covered, and get all the best official band merch from Restless & Wild. Get those heavy metal accents with accessories – Alchemy, etNox, Flibustier Paris, Bullet 69 and Go2 are must sees at the show.



Model: JOE

1 - 2. Alchemy / 3. Shango / 4. Bullet 69 / 5. Restless & Wild / 6. Angry Itch



# TOTALLY RAD

Skate or die. Max is wearing a rad tie dye tee from Darkside Clothing, Hyraw baggy shorts and a classic checked flannel shirt from Toxico. Trainers are Max's own, and those mid length sports socks are Toxico too.

Get your fix of rad guys tees at the show this season – head to Iron Fist, Killstar, Crime City, Darkside, Spiral Direct, Legend Distribution, Librastyle, Kleepsville... the list goes on.

## CLASS OF '2016



Model: MAX

1. Darkside / 2. Iron Fist / 3 - 4. Toxico



# RETRO DREAM QUEEN

Our teen dream queen Guoda has hella attitude and pristine retro style. Guoda wears a Collectif Dress and Cardigan with shoes by Lola Ramona, bag by Woody Ellen and polka dot Pamela Mann tights.

This sweet retro attitude is all over LondonEdge – check out Seamstress of Bloomsbury for authentic 40's repro pieces and Victory Parade by Limb for retro print madness. Head over to Collectif and Hell Bunny for fashion forward dresses and separates, and Banned and Voodoo Vixen for the biggest selection of vintage retro pieces in a rainbow of prints and colours.

 CLASS OF '2016



Model: GUODA

1. Lola Ramona / 2. Voodoo Vixen / 3. Woody Ellen / 4. Collectif



# KITSCH GEEK CHIC

Super kitsch and oh-so twee – we're loving Scarlett as our teachers pet. Scarlett wears a Seamstress of Bloomsbury blouse under a Banned Cardigan and Skirt, with heaps of Erstwilder resin pins. Her red bag is from Hell Bunny, and her white bag is from Banned.

This retro twee style is a favourite of ours this season – head over to Ellie shoes, Banned shoes or Lola Ramona for a huge selection of t-bar flats and heels, and check out the matching separates from Voodoo Vixen, Hell Bunny, Banned and Collectif. Team those picks with some kitsch accessories – Erstwilder badges are super cute, Chaos Brothers have a great selection of retro frames and we adore those patent purses by Sourpuss and Hell Bunny.



Model: SCARLETT

1 - 3. Erstwilder / 4. Sourpuss - Bettie Page / 5. Ellie Shoes - Bettie Page



# 90'S GRUNGE BABE

90's 4ever... That 90's grunge vibe is everything, and we kitted Miriam out in some of our fave pieces. Heart broken Ringer Tshirt by Syd and Mallory, high waisted button through corduroy skirt by Run and Fly, Pamela Mann knee high socks and stacked high T.U.K buckled school shoes. We added jewellery by Extreme Largeness – chokers are a must.

Ringer tees are the ultimate 90's throw back – head over to 24HRS, Killstar, Tallulahs Threads and Syd and Mallory for super cute slogan ringer tees. Chunky school girl shoes are a must have – we love the platforms from Demonia, heeled buckled shoes from New Rock or all the creepers and Mary Jane's you'll ever need from T.U.K



Model: MIRIAM

1. Revive / 2. Run & Fly / 3. Pamela Mann / 4. T.U.K. / 5. Extreme Largeness



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# TEENAGE ANARCHY

Forget convention, embrace anarchy... Yvonne wears vegan leather cut off vest by Killstar, Yellow tartan trousers by Jawbreaker, Boots by Grinders, and belt, chain and choker by Bullet 69.

Get her look with heavy eye make up - we love Stargazer's heavy pigment eye shadows - and a fierce stare. Steal the style with heavy boots - check out New Rock, Grinders, TUK or Pleaser; and for those essential leather accessories, see vegan leather at Killstar or top quality leather from OSX.

## CLASS OF '2016



Model: YVONNE

1. Jawbreaker / 2. Grinders / 3. Killstar / 4. Stargazer



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# 2ND CUT NEW BLOOD

## BRANDS SEPT'16



**LONDONEDGE** prides itself in being a leading platform for emerging brands and exciting new trends. Each season we invite new brands to join us at the show, always adapting and increasing the variety that we have on offer for our buyers. Here we introduce you to just some of our **NEW BLOOD for Sept16...**

**ORGANIK MECHANIK:** Jewellery, accessories and clothing inspired by organic design and vintage fashion. Organik Mechanik create stylish yet durable clothes for any occasion, from the formal to the extravagant, and by using ethically sourced organic fabric & dyes, they retain the highest quality in ethical design work. Their eclectic, earthy flair lends itself to kinetic jewellery, feather-ware, brilliantly unusual hats, trilbies, braces & hair clips, alongside their dedicated up-cycled clothing range. Stand M44.

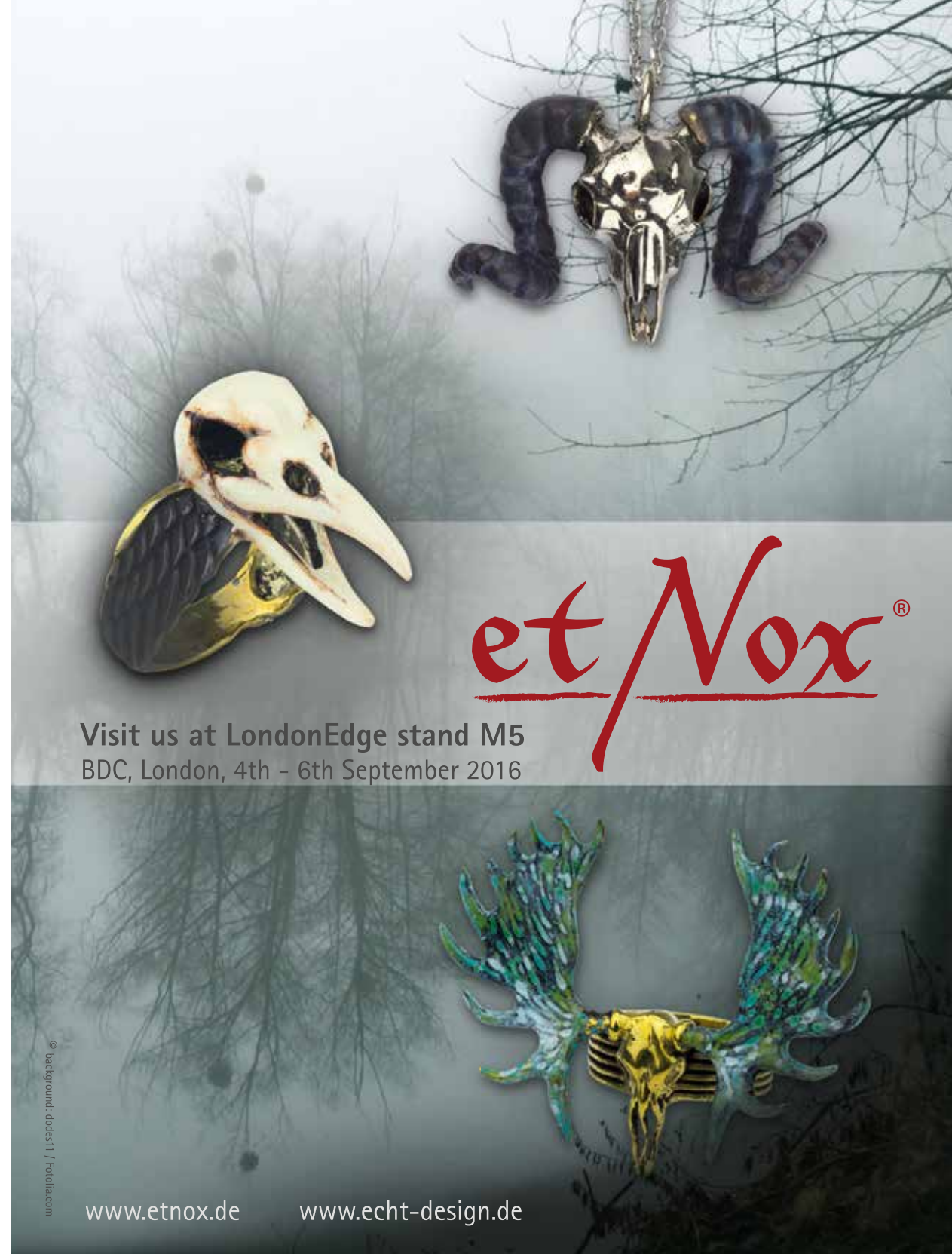
**POISONED:** Exclusive Clothing proudly launches new brand Poisoned, a new home for vintage and gothic clothing and accessories. Based in West London, Poisoned is perfect for all retro and alternative style devotees who love to lead the fashion pack - we love the floral pieces coming to Edge in September. Stand VG28.

**PYGMEES & TURBOWEAR:** The Pygmees brand was created in 1998, and offers a truly 60's collection, combining the famous styles of Grace Kelly and Audrey Hepburn, with Pop Art and Neo-Baroque influences. The brand offers a large choice of dresses, from figure-hugging to unstructured cuts, and also does a plus size range.

The Turbowear brand is a collab between Pygmees Designers and Turbo Trance records. A concise collection of garments that doesn't take itself too seriously, Turbowear is directly influenced by the DJ-girl look, with a nod to Shibuya fashion. Stand M189.

**SADE FARRELL:** Sade Farrell Clothing creates unique, one-off, handmade garments that specialises in womenswear but is now also expanding into menswear. Known for their vibrant designs and animal prints, Sade Farrell says, "Our aim is to create beautiful original clothing that you won't find on the high street by designing simple silhouettes and including bold prints and textures." Stand VG45.

**ROCK DOLLS / GO TO HELL:** Mooch Clothing are bringing their brands Rock Dolls and Go To Hell to LondonEdge this season, offering new and exciting alternative ladies and mens fashion. "Our designs cover a wide range of styles, from rock to metal, punk and tattoo, gothic, fantasy and steampunk." Visit them at Stand M64.



Visit us at LondonEdge stand M5  
BDC, London, 4th - 6th September 2016

# BRAND SPOTLIGHT

# VOODOO VIXEN

*Infusing retro, pin-up and rockabilly styles with classic silhouettes designed to flatter.*

Voodoo Vixen is a vintage inspired brand that joins us at LondonEdge each season, and is always a huge hit. Part of the One Direction Clothing family alongside Jawbreaker, Voodoo Vixen are a real presence at LondonEdge, often taking part in our catwalk shows, sponsoring parties, or getting involved in blogger events. Each season they release a covetable collection of dresses and separates, infusing retro, pin-up and rockabilly styles with classic silhouettes designed to flatter.

Voodoo Vixen pieces are designed to compliment curves, and have a huge following of gorgeous plus size bloggers and models. We spoke to curvaceous pin-up model Scarlett Luxe, who often models for the brand, about her thoughts on their designs:

"Voodoo Vixen create vintage inspired clothing that is accessible and affordable for all women. Each piece is unique and features stunning prints and cuts. There is something for everyone from circle dresses to separates and they even feature their own plus size range. The collections they create suit all body shapes and helps to enhance and show off what us ladies should be proud of!" - Scarlett Luxe

We got in touch with Nicki, head of Marketing and PR for Voodoo Vixen, and asked her a bit about how the brand got started and how they have developed over the years...

**LE:** So tell us about the beginning for Voodoo Vixen; How did the brand get started, and why did you decide to create a retro style brand?



**VV:** Established only in 2012, Voodoo Vixen really has come leaps and bounds in such a short space of time! The brand was conceived by our experienced Director, who has been in the alternative clothing industry for many years. Having traded for many years in London's subcultural hub Camden, he developed a passion for the alternative clothing industry, eventually leading to the start of the company.

**LE:** Where do your designers get their inspirations from for each new season?

**VV:** Our talented designers spend months researching for each new collection, taking inspiration from many different sources. We always begin by going straight to the source and studying clothing from our favourite eras, being inspired by their unique details and unusual designs. For further inspiration, our designers also spend time visiting museums and design exhibitions, looking at high end couture shows, trawling through vintage stores & checking out the latest trends on the highstreet.

**LE:** How has the brand developed over the years?

**VV:** Initially perceived to be a 50's inspired brand targeted primarily at those within the rockabilly & pin-up subculture, Voodoo Vixen now has a much wider commercial fan base than ever imagined.

This means that although still very popular within the scene, we have managed to appeal to a much greater audience by providing classic vintage designs that can be worn by anyone.

The label has gradually evolved to include design elements from other popular decades such as the 30's, 40's & 60's, creating our signature Voodoo Vixen vintage look. Although we always try to stay true to our heritage, we are aware that the market has also developed and that we must alongside it. Another important development that we have undergone is the addition of our Vixen Curve Range, a seasonal capsule collection of dresses and cardigans which are available to a size 4XL. The range has been hugely successful since we launched two years ago, and continues to go from strength to strength. We were even nominated as 'Best Designer' at The British Plus Size Awards 2015, which was a huge honour (and a lot of fun to attend).

**LE:** What are your thoughts on the retro fashion scene at the moment?

We feel that the scene is currently undergoing somewhat of a revival, in the sense that now many people are now beginning to show interest that weren't necessarily into it before. The new interest in retro

fashion is also apparent when looking at popular media: take for example the hugely successful TV show Mad Men, popular fashion bloggers or even at A-List celebrities such as Isla Fisher or Zooey Deschanel.

**LE:** How important do you find your blogger interaction for sales and promotion?

At Voodoo Vixen, we find blogger interaction extremely important for both sales & for promotion. We pride ourselves in frequently working with a strong & diverse collection of bloggers from all across the globe.

We find that our customers thoroughly enjoy seeing our clothing on real women who they can really relate to, instead of simply on the professional models!

**LE:** Where do you see Voodoo Vixen progressing to in the future?

**VV:** While wanting to remain a boutique brand, we also hope that Voodoo Vixen will continue to develop and grow in popularity. Ultimately, we understand that there are always things that can be improved upon and progress that can be made in order to make a label stronger. We will continue to work on this to become the best brand that we can be!" See Voodoo Vixen at Stands M59 + M60.

# Beauty School DROPOUT

Whilst trawling the upcoming collections from our favourite retro brands, we've seen a definite high school Americana twist to the 50's vibe we have come to know and love. Channelling the immortal style of our fave musical, Grease, we've pulled together pieces influenced by Sandy herself, and ultimate girl gang the Pink Ladies. We've got chills for SS17...



01



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# Festival READY

High summer means Festival season, and we can't wait. We all love to spend a muddy weekend soaking up bohemian vibes, but we're always up for rocking out with some heavy metal giants too, so we've picked a selection of festival ready garments, accessories and cosmetics for every event...



01



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12



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15



16



17

1. Extreme Largeness / 2. Bullet 69 / 3 - 4. Librstyle / 5 - 10. Extreme Largeness / 11. Iron Fist  
12. Run & Fly / 13 - 14. Restless & Wild / 15. Stargazer / 16 - 17. Restless & Wild

# BRAND SPOTLIGHT

# T.U.K.

*If you love creepers, it's guaranteed that you'll love T.U.K.*

T.U.K. have been creating bold, original footwear for men and women since 1991. Their footwear is directly inspired by bands, fans, punks and pin-up's, and also loved by all the above. As well as a hardcore fan base of underground musicians, the brand also boasts an impressive host of celebrity admirers including Lady Ga Ga, Rhianna, Katy Perry and Kelly Osbourne. T.U.K. are one of those rare brands whose style transcends subculture, appealing to the mainstream fashion crowd and the underground culture. Every season they breath new life into their classic styles, but we're still completely head over heels for their classics...

*We're big fans of T.U.K. at Edge – we love a creeper! Tell us about the brands history with this iconic shoe shape....*

The Creeper has been at the heart of T.U.K.'s collections since the brands birth way back in 1991. In fact T.U.K.'s Creeper connection goes back even further than that! The story starts with Ian White, the founder of all things T.U.K. Ian was raised in the footwear industry. His family have manufactured footwear from their factory in Northampton, England since 1890. And the Creeper would have been one of the styles that came out of that factory. Ian is from the original Punk Rock generation so his footwear taste was always going to be interesting. When he decided to up sticks and head out to California Ian set up a small retail outlet making unique footwear with a punk rock influence. Creepers and Combat Boots were the major influences at this early stage and have continued to be core to the T.U.K. look ever since.

*T.U.K. has its roots in the underground music scene, and punk-rock inspiration is one of the elements that set the brand apart. Is this musical influence still as strong today?*



T.U.K. has always been inspired by bands, fans, punks and pin up's. Music culture is a great source of inspiration and style and it's a way of connecting with fans of the brand. Just as music brings people together, T.U.K. fans are united by awesome shoes! The original Rock inspiration will always be there and is reflected in the classic styles such as black suede creepers, black and white leather creepers and creeper sneakers.

*So which bands are currently representing T.U.K.?*

There is a seriously eclectic mix of bands and musicians wearing T.U.K. at the moment. From Lady Gaga, Katy Perry and Rhianna to Wolf Alice, UK subs and Sleeping with Sirens! I think this is a reflection of the brands ability to blend current and cult fashion to produce unique footwear styles.

*Do you find working with bloggers and social media influencers is beneficial for the brand?*

Definitely! People find that they can connect and relate to bloggers a lot easier than they can with a celebrity because they are just normal friendly people with a kick ass blog and an honest opinion. It's great for people to see how bloggers incorporate their personal styling with our footwear to make great outfits, no two people will style it the same and this inspires people into wearing their shoes in a new way. It's beneficial for us to collaborate with bloggers because of their positive attitudes and their social following, each blogger comes with their own set of fans and their own opinion and style. We try to work with people who were previously fans of the brand as they get really excited about the collaboration and put a lot of hard work into it. We work with bloggers to inspire more people that feel they aren't brave enough to pull off statement shoes and to reach out to a bigger audience!

*With such an iconic collection, how do you continue to keep the designs of a brand like T.U.K. fresh?*

Good question! T.U.K.'s design brief is really interesting. It's essential to ensure that the brand stays on-trend or in front of trend whilst keeping true to its iconic roots. It's a really cool brief that encourages the use of unusual materials and colour ways as well as the airing of some pretty radical ideas. Recent collections have seen T.U.K. morph Penny Loafers and Brogues with Creepers and Combat boots to create a brand new hybrid of footwear that are unique to the brand. It's got to be one of the most fun brands to work with within the wonderful world of footwear.

*What can we expect from T.U.K. at the September London Edge?*

I can guarantee one thing...it won't be boring! I am not going to give away too much now but it's safe to say that you won't be disappointed."

Find T.U.K. at Stand M47.



# CERVENA FOX

*The redheaded  
knockout on  
modelling &  
alternative  
fashion*



The name Cervena Fox has become synonymous with alternative, tattooed models – Cervena has featured on the cover of many tattoo and lifestyle publications and fronted campaigns for some of our favourite brands. The redheaded knockout is much more than a model though – she's also an apprentice tattoo artist and amazing performer (you probably caught her aerial display at the Sept15 Edge Opening party!) We caught up with Cervena to ask her a bit about why she loves about working in the alternative industries and about her experience joining us at LondonEdge each season...

**LE:** How long have you been modelling in the alternative fashion world?

**CF:** I have been modeling for about eight years now, since I was 17 but professionally for only six. I started modeling because I used to be bullied at school and everyone used to tell me I was ugly and I believed that, so I decided to help my confidence and get some professional photos taken of me to upload online to show people that they were wrong and that anyone can be beautiful. To my surprise a lot of my photographers' friends loved the images of me and asked me to shoot with them and after they shot me I had a full portfolio... Thus encouraged me to pursue modeling as a hobby then two years later turning into my career!

**LE:** What draws you to alternative fashion culture?

**CF:** I've always been one for being different and some of my family are still getting used to that but I knew from the age of 16 that I was going to be fully covered in tattoos. I've pretty much been every type of fashion: goth, skater, emo, cyber, scene kid. Etc. But now I'm

just a mix of them all as I realised that all your phases happen because they all are you and always will be!

**LE:** We know you work across so many areas of subculture, from tattooing to modelling to performance art – what are your favourite areas to work in?

**CF:** I love every area I work in I honestly could not pick which one is my favourite because the reason why I tattoo, model and perform is because they are all me and I just can't put one of them down. Which doesn't give me much of a personal life but my work is my life and I'm okay with that!

**LE:** What do you think of subculture fashion at the moment?

**CF:** I'm really loving a lot of brands right now as a lot of them are leaning towards the Gothic/witchy style and that's my style right now. I've always been a big fan of Lip Service, House of Widow. Killstar and Disturbia, they will forever be in my heart! Shoes... I am loving YRU & Pleaser, I have 20 pairs of each!

**LE:** How have you found your time performing and visiting at LondonEdge?

**CF:** I absolutely love LondonEdge, I have been attending for years now working for different companies and was a bit saddened by the fact that I wasn't able to attend the show earlier on this year. I'm going to try make the next one but due to my tattooing I am travelling a lot more now so it really depends on that but I'm hoping I will be able to attend soon!

You can keep up with Cervena on her Instagram @cervenafox



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## BLOGGER SPOTLIGHT WIOLETH

*Viola - known on the internet land as Wioleth - is a pale princess of occult fashion.*

Her style has been inspiring us since we came across her Instagram and asked her to join us at the Sept 15 show, we love her flawless de-saturated feed, and her choice of featured items and looks. Last season Viola joined us at Olympia, and spent time modelling with the Rogue and The Wolf when she wasn't perusing her favourite brands - we asked her a little bit about her time at the show...

I was so incredibly lucky to be in London when I was invited to my first London Edge in September 2015. It is now my third time attending the fashion trade show, and it is as always so worth it, flying over to my favourite city to join! What I love about LondonEdge, is that all my favourite brands are all together in one place. It is so wonderful to get to see all the apparel in real life, feeling the textures, and watching the amazing catwalk shows. I've also discovered new brands here, like The Church of Sanctus and Widow, which I'm absolutely in love with! I'm so glad that I get to be invited, also even though I live in Denmark. It's a really big opportunity for me as a blogger to get in contact so many different people. The whole atmosphere is absolutely incredible. You get so easily carried away, and inspired by everything you see around you. The people here are so friendly and welcoming, so it really makes you feel at home. I've made new friendships here as well, which I'm forever thankful for. London Edge has room for a big range of so many different styles and personalities, so you really feel accepted and received with love no matter who you are. London Edge is a must visit event!

Last season I was shooting with The Rogue + The Wolf for their new SS16 collection "The Okkultist". I was so incredibly lucky to be chosen to be the face



of the collection. Such an incredible honour to work with a brand that I truly love, it was really a dream that came true for me. It was so much fun, and it was with no doubt one of the best days in my life! The people from the R+W team are literally some of the sweetest people I've ever met. I'll never forget this day. I can't wait to get back in September!

Check out Wioleth's style on her Instagram @Wioleth



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## SEEING RED IN RETRO SOURPUSS & HELL BUNNY



# FLIBUSTIER PARIS

*Flibustier Paris are setting sail for LondonEdge with its rock jewellery collection on board.*

After a successful launch in France and the opening of their first flagship store in Paris, the French jewellery design studio will make its debut into the UK market at this seasons show, and we're excited to see the collection in the flesh.

Flibustier Paris offers a wide selection of strong and rock and roll jewellery designs around piracy's iconography - think top quality materials expertly crafted into skulls, rosaries, cufflinks and pendants. Using only premium materials like sterling silver, ruthenium, leather and handpicked gemstones, they take pride in the quality of their pieces.

Mixing new generation techniques like 3D printing with traditional silversmithing, they handcraft each piece at their Parisian studio, a flexibility that allows them to make custom orders and special capsule collections for stores or with other brands.

Although the mens collection is wider, Flibustier Paris will be showcasing some of its women's collections as well at Edge in Sept, but really the vast majority of pieces are easily unisex anyway. Make sure to head over to their stand at Edge in September - they're at stand M95.



1. Hamlet Pendant
2. Black Beard
3. The Captain
4. John Drake Ring
5. Antique Skull Ring



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### BEAUTY SPOTLIGHT

# GLAMFORTHFIELDS

*Get festival ready with our fave alternative cosmetics exhibitors. Retro pouts - Rave ready glitter - Bright & bold rainbow hair.*

#### MANIC PANIC

Manic Panic are a show favourite and ultimate cult brand, a real must-have in all alternative stores. Their semi permanent hair dyes are perfect for a flash of colour for the festival season. Check out the Dye Hard range of temporary colour hair styling gels too- Color Without Commitment - Stiletto is an extreme metallic silver for our true metal heads. Creamtones are a revolution in pastel shades, ideal for a semi permanent colour fix for the festival season, with soft pastel finishes in a rainbow of shades. As with all Manic Panic dyes, these products are vegan and PPD-free, paraben-free, and ammonia-free. Stand **VG68**.



#### STARGAZER

Stargazer has been making quality bright and bold cosmetics since 1978, spawned from the heart of the punk scene itself. The Stargazer customer loves to stand out from the crowd - their products are unashamedly colourful and wild, and their glitters are no exception. These glitter shakers come in a rage of effects - the UV Loose glitter reacts to glow under UV black lights to fluoresce with bright colour, and the Holographic glitters are hyper reflective and shine with a laser effect glow - ready for festival raves. Stand **M213**



#### LADY JANE VINTAGE

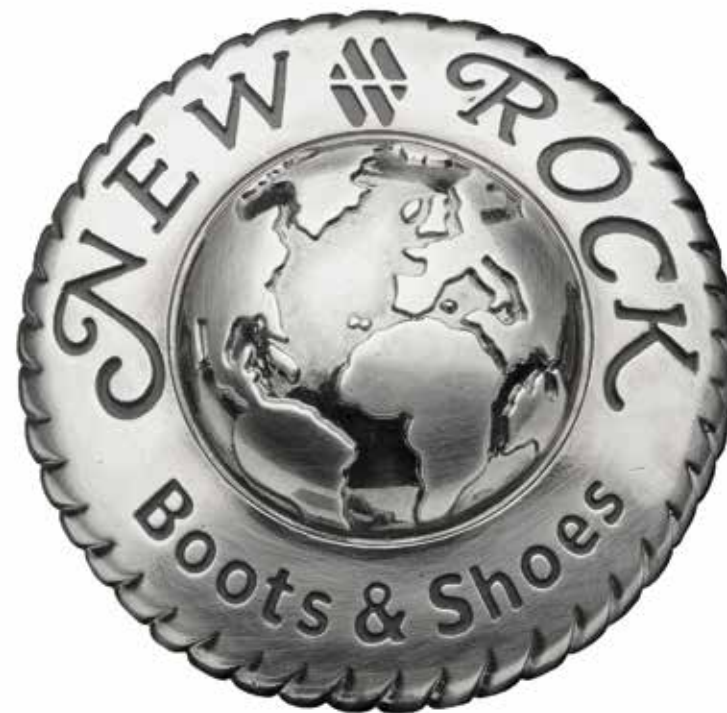
Perfect your throwback festival look with the perfect pout from Lady Jane Vintage. This beauty and hair stylist has recently launched her own totally natural make up line, with gentle, hand made lipsticks containing natural plant waxes and oils with iron oxide pigments to colour. No synthetic or questionable ingredients here, and they are vegan too! We love the range of retro ready lipsticks featured here - your lips but better. Stand **VG63**.





# LONDON EDGEAFTER DARK

The sun goes down and the LondonEdge crowd comes out the play... scenes from the sordid affair that was the last seasons Opening Night Party at the Garden Bar Notting. Contortionists flexed their way around the stage, music pumped and the drinks flowed. We had an amazing night, enjoying world-class burlesque surrounded by colleagues and friends. This year's party will be back at the Islington Metal Works on Sunday 4th Sept - see you there.



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