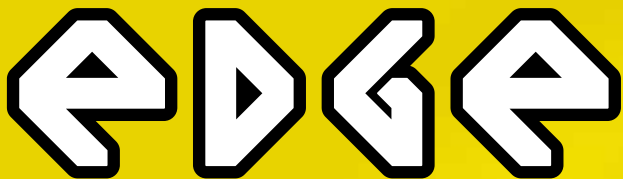


LONDON 11-12TH FEBRUARY 2018



LONDONEDGE.COM

## BRAND SPOTLIGHTS & NEW LAUNCHES!

The Seamstress of  
Bloomsbury  
Fearless Illustration  
Pamela Mann  
Sourpuss  
Retrospec'd  
Kira Don Jewellery

## STYLE SHOOTS

The Heart of Darkness  
Route 66  
The Edit by Kitty Cowell

## INFLUENCER INSIGHTS

Kitty Cowell Stylist,  
Blogger & Model  
Zoe Melissa Mae Model & MUA for Kat Von D

**PLUS +**  
**CHECK MATE!**  
Amazing Add-Ons!

## PRESENTING 'MAKERS & DESIGNERS'

25+ New Creators of Alternative Fashion, Accessories and Lifestyle Products



# Hell Bunny



STAND: M105



[www.popsoda.co.uk](http://www.popsoda.co.uk)

WELCOME TO THE 6TH EDITION

## LONDON EDGE MAGAZINE

*This season there's a lot for our buyers to get excited about. Running over two days we've got a record number of new exhibitors including the new Maker & Designers group plus a bevy of Australian brands that have never shown in Europe before.*

February is your chance to view and buy these beautiful collections that are new to the European wholesale market.

By ordering from these small, innovative companies to sit alongside your key staples, you'll inject originality and freshness into your store and your customers will thank you! Of course all of these brands both new and old will be waiting to see you between 11th & 12th February 2018 at the Business Design Centre, Islington, London.

LondonEdge is passionate about supporting small to medium sized businesses in the lifestyle fashion industry. Our new online platform will deliver the tradeshow concept into a digital world. So, alongside crucially visiting the real-time shows, make sure you register for an account on [www.londonedgenow.com](http://www.londonedgenow.com).

Design & Creative: Gary Everitt



LOVE UR LOOK LONDON Stand VG19

We're looking forward to welcoming you to the show in September. If you don't have your badge yet, please register online at [www.londonedge.com](http://www.londonedge.com) or contact Gemma at [buyers@londonedge.com](mailto:buyers@londonedge.com).

This seasons' magazine gives you a preview of what you can look forward to when you visit the show in February and we very much look forward to seeing you then.

In the meantime if you have any queries or questions we could help you with, please don't hesitate to get in touch at [carole.hunter@londonedge.com](mailto:carole.hunter@londonedge.com).

LONDON



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FEBRUARY 2018

# WHAT'S ON

## OPENING TIMES:

Sunday 11th February - 10am - 6.00pm  
Monday 12th February - 10am - 5.00pm

## VENUE LOCATION:

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

## CATWALK SHOW:

### Sunday:

11.00am SHOW A • 12.30pm SHOW B  
2.30pm SHOW A • 4.30pm SHOW B

### Monday:

11.00am SHOW A • 12.30pm SHOW B  
2.00pm SHOW A • 3.30pm SHOW B

**Featuring:** Collectif, Hell Bunny, Bright & Beautiful, Retrospec'd, Gatsbyladylondon, Unique Vintage, Innocent, Burleska, Hearts & Roses, Jawbreaker Voodoo Vixen plus a selection of Makers & Designers and the Stylists Edit.

## SHOW PARTY:

We'll be hosting our superb show party on Sunday evening and you would be very welcome. Head over to the Organisers Office during the day on Sunday and grab an invite.

## GENERAL SHOW INFORMATION:

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

For more show information, our news blog, exhibitor lists, exhibiting information and how to contact the organisers, please visit [www.londonedge.com](http://www.londonedge.com). We post lots on our Facebook & Instagram so please like or follow us for regular updates.

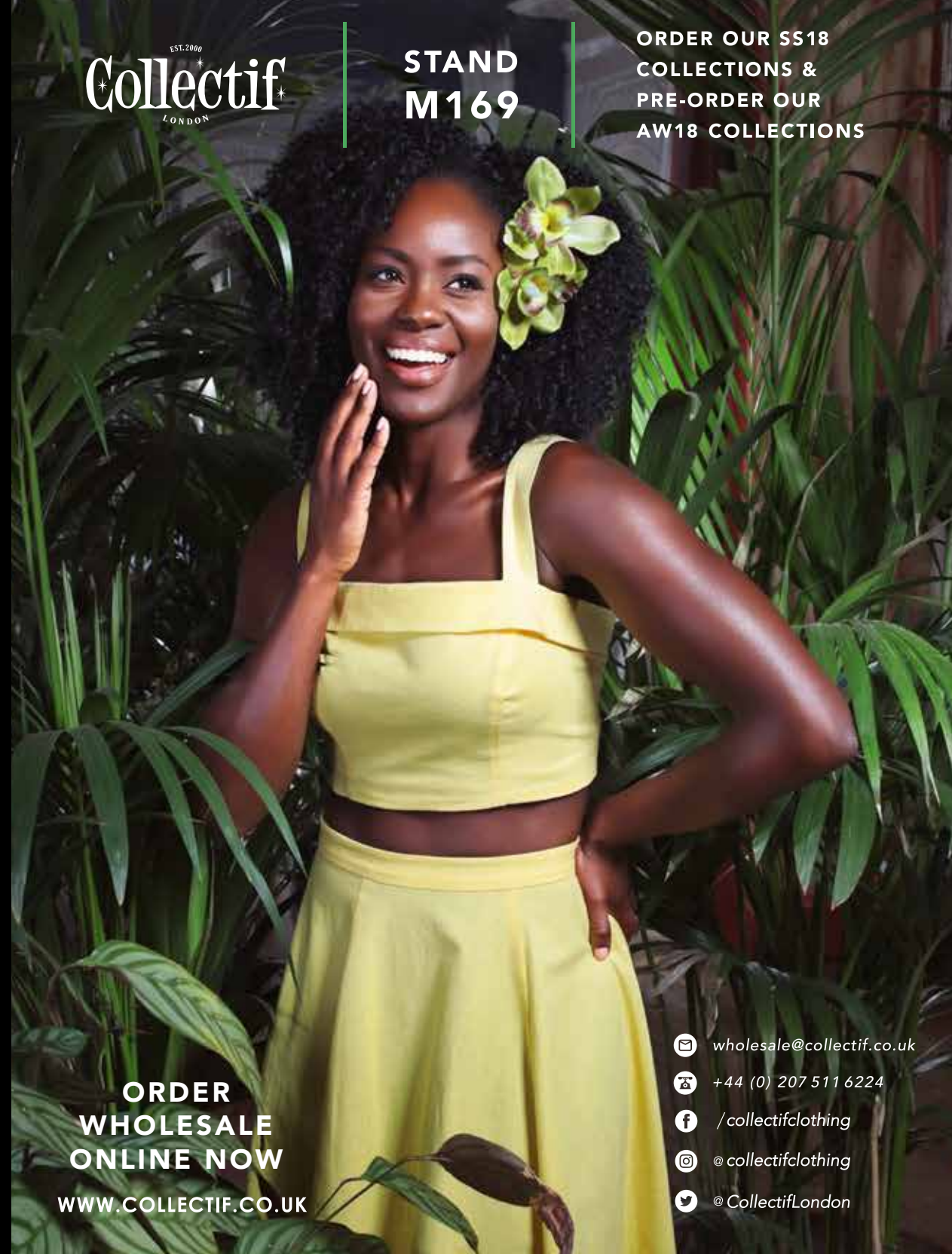


We'd love to welcome you back to Londonedge in February and if you have any queries please contact us at [buyers@londonedge.com](mailto:buyers@londonedge.com) & Gemma will be happy to help.

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## BRAND SPOTLIGHT

# The SEAMSTRESS of BLOOMSBURY

### REPLICATING VINTAGE STYLE AT IT'S BEST.

*We asked Mike Stephens of star reproduction vintage brand The Seamstress of Bloomsbury a few questions about the past, the present and the future:*

**LE: Tell us about how it all started for this exceptional brand. How did The Seamstress of Bloomsbury come to life?**

**The Seamstress of Bloomsbury:** It's a long story ... I was a major designer/supplier to Top Shop, Miss Selfridge, River Island etc. for most of my life. Ten years ago I sold my business and went to University to do an honours degree in Fine Art. Five years later I decided to make 1940's vintage replicas using the 40's archive I had inherited from the wonderful Lilian Wells who was known as 'The Seamstress of Bloomsbury'. She taught me everything I know about clothing design/patterns/manufacture etc. and I feel I owe my success entirely to her. So I called my new venture 'The Seamstress of Bloomsbury' as a tribute to her.

**LE: How would you describe the style of The Seamstress of Bloomsbury?**

**The Seamstress of Bloomsbury:** Authentic replicas of 1940's dresses and separates. We use



our own specially made replica 1940's Rayon Crepe de Chine fabrics with many print designs researched and copied from the V&A archive. We still use lots of hooks & eyes plus tiny press-studs to maintain authenticity.

**LE: You're a loyal and longstanding fixture on the LondonEdge landscape. How do you keep producing such gorgeous new collections?**

**The Seamstress of Bloomsbury:** We have a very large archive of original garments which we copy but we also keep a keen eye out for any particularly stunning original garments which we buy from some of the very best vintage retail specialists.

**LE: What have we got to look forward to at the show in February? Give us a sneak peek into what your buyers can expect.**

**The Seamstress of Bloomsbury:** Some beautiful new 1940's Dresses and Blouses in a selection of new colours and a particularly stunning new print called 'Floral Dancers'.

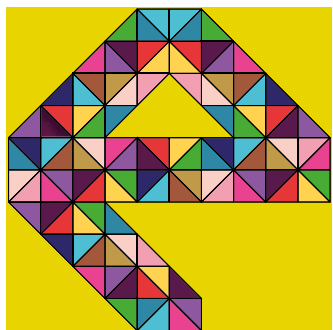
**LE: What do you see the future holds for The Seamstress of Bloomsbury?**

**The Seamstress of Bloomsbury:** Continued success and increasing recognition of the brand. We now have approximately 200 wholesale accounts worldwide. This is largely due to our participation in London Edge... love you guys :)

**LE: Thanks Mike. We're excited to see the new collection first hand at the February show.**







## THE INDUSTRIES

# EDGE MAKERS & DESIGNERS

This year at LondonEdge, we're introducing a wonderful new initiative that provides affordable marketing space for fledgling businesses in order to give them a hand up into wholesaling.

They'll be grouped together at the event and will have assistance and guidance by organisers at the show and going forward. There will be a wide range of products from jewellery to PVC, from homeware to art prints, from vintage clothing to darkwear and from headwear to club garbs. We're so excited for you experience these lovely brands at the show, but in the meantime, here is a snippet of things to come.

### 01 BLACKBOARD LABEL

Blackboard is a colourful and detail loving clothing brand, with focus on fitting & durability. The clothing is retro inspired from sub-cultures, like rockabilly & country, to folk-art and music.

### 02 EXO UMBRA

Exo Umbra is a brand designed to make sure everyone can wear it and feel great. Accompanied by visible Wicca and dark fashion influences, Exo Umbra is handmade and heartfelt.

### 03 SAKURA DESIGNS

All of Sakura's headpieces include a heady concoction of modern day luxury fabrics and felts, ethical faux furs, antique trimmings and sculptural feathers to make an individual statement, because at the end of the day we're all unique.



### 04 TATJANA WARNECKE

Tatjana's Cosmic Couture collection is a defining example of multi-dimensional fetish clothing. The high quality materials and the eye for detail is second to none. Certainly not one to miss.

### 05 CHRONICLES CLOTHING

Chronicles Clothing was started by a London fashion graduate who was looking for a way to express her inspirations and ideas as well as combine them with her love of fashion print.

### 06 GEORGINA DEE

Georgina Dee is an independently owned British clothing brand founded in London, UK. The designs are a modern approach to timeless classics. Enabling women to find good quality garments for any occasion.

### 07 HEBA DESIGN

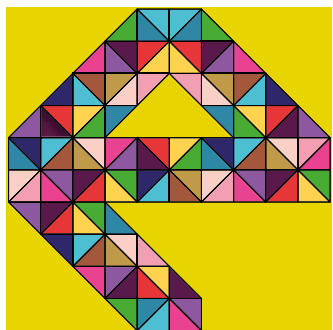
Heba Design loves to celebrate individuality and having fun with clothing whilst being comfortable and on trend at the same time

### 08 SMOKING DAISIES

Get into the groove with 90's rave, festival, and club wear for humanoids. There's certainly no room for boredom here.

### 09 KITSCH REPUBLIC

Looking for handmade kitschy and unique jewellery and accessories? Then look no further than Kitch Republic.



## THE INDUSTRIES EDGE MAKERS & DESIGNERS

### 10 LITTLE PIG JEWELLERY DESIGN

Little Pig design and make quirky, fun and handmade Perspex acrylic jewellery and accessories that are as unique as you. Founded in 2015 and based in the beautiful, rural countryside of Derbyshire, UK.

### 11 METALLIMONSTERS

Cute alternative children's clothing designed to turn your child into the Wednesday Addams you've always wanted!

### 12 GG'S PIN UP COUTURE

Eye-catching accessories and jewellery that empowers you to have fun be creative. Designed for people who are not afraid to express themselves.

### 13 PSIPHI

PsiPhi is a new independent textile and art label created by self professed print worshipper, colour maniac and renegade artist Sophie Woudberg. If you're looking for exciting and bold, you've come to the right place.

### 14 FRILLY INDUSTRIES

Laser cut oddities and sillies from the wonderful Frilly Industries. From brooches to snow globes, they've got you covered.

### 15 INK & WILDERNESS

Ink & Wilderness covers a range of themes, including nature, wildlife, the macabre, magic and all things esoteric. With a love of mountains, creatures living in the wilderness, folklore, myths and legends, all



of these elements are blended together in darkly detailed illustrations and designs.

### 16 MOON AND BEAR

With inspiration drawn from the folklore, nature & animals of Venlas' home country Finland as well as myths and symbolism from around the world, Moon and Bear's screen printed items are stunning and sure to be a homeware best seller.

### 17 KENNEDY

70s Glam Rock sass brought to you from the heart of Glasgow. KENNEDY makes 70s aesthetic clothing that allows you to channel your inner Bowie or Bolan. Known for the liberal use of glitter, velvet, bold prints and faux fur, the result is that every customer stands out. The band girl image is at the heart of everything they do. KENNEDY - for the girl who is anything but ordinary!

### 18 SKIN4

Create T-shirts that not only look like a second skin, they feel that way!

The breathable all-over print in airbrush-look on pure cotton provides a comfortable fit and a unique design. Then, pimp it yourself! Skin4 deliver the muscles, you do the rest!

### 19 VIRGINIA THE WOLF

Hand made jewellery and sculpture art made from ethically sourced animal bones in the heart of East London.



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BRAND SHOWCASE

SOURPUSS

CUTE X SPOOKY

*These unique styles can't  
be found anywhere else.*

Sourpuss Clothing is an independently owned, customer-focused company that caters to the punk, rockabilly, retro, horror, and kitsch lifestyles. They've been exhibiting at LondonEdge for 10+ years and that tradition continues in February 2018.

Their passion & ultimate goal is for their buyers to be just as excited as they are about all of the awesome things they create! Their DIY attitude and customer loyalty is what holds the Sourpuss ship together and separates them from the rest.

For Fall 2018 is the perfect combination of spooky and cute! They've collaborated with artists from all over the world this season to create their signature novelty prints - ghouls, vintage vixens, kittens and ghosts - just to name a few. Customers will notice more jacket and coat options this season including furry leopard coats and satin bombers that are the stuff of dreams as well as some brand new dress silhouettes to die for! These unique styles can't be found anywhere else, so visit them at the show in February and pre-book to avoid missing out.

They're also excited to announce the opening of their Berlin warehouse providing the same much loved Sourpuss and Kustom Kreeps branded items. There are significant advantages in ordering from the Berlin warehouse not least working in Euro's, speedy delivery (within 2-3 days) and no additional duties or expensive freight.

Come see their gorgeous Spring 18 collection when it arrives in February 2018 at LondonEdge. You can find Sourpuss Clothing on stand M49.







Retrospec'd  
CLOTHING

WWW.RETROSPEC'D.COM

## NEW BRAND LAUNCH RETROSPEC'D

BEAUTIFULLY STUNNING  
VINTAGE-INSPIRED FASHION  
FROM DOWN-UNDER

*The idea was as simple and  
as wholesome as the vintage  
fashion that inspired it.*

**Retrospec'd** believed that, no matter the age,  
size or the decade in which they're living, everyone  
deserves to have a fabulous dress.

That philosophy, along with an exuberant love of  
vintage style, has informed the hard work of Aussie  
sisters Sharon Hanley and Teena Borg & Retrospec'd  
is the fruit of this labour of love.

Drawing on their own vast collection of vintage and  
retro dresses - including 1940s and 50s dresses -  
Sharon and Teena aim to produce retro fashion and  
dresses that will make you feel fantastic when you're  
wearing them. This means not only a fun style, but  
also a fantastic fit.

Retrospec'd garments are all made in Australia to the  
very highest standard. The fabrics are the product of  
many months spent sourcing the perfect colours and  
design elements. The result is fresh, vintage-inspired  
fashion that simply can't be found anywhere else in  
the world.

The Retrospec'd story continues at LondonEdge this  
February as they make their debut on stand M87.  
We can't wait to welcome this antipodean fresh, new  
repro-vintage brand. They're excited to meet you  
there.





IT'S MY OPINION

# KITTY COWELL

EDGE INTERVIEW



*We sat down with Stylist & Blogger Kitty Cowell to discuss being born into fashion, juxtaposition, LondonEdge & how growing up in the hard-core music scene set the tone for her life thereafter.*

**LE: Describe your background in the alternative scene?**

**KC:** I've been a moshers since I was a child. I'm a bit of a Daddy's girl and he would put me in Dr Martens as soon as I could walk! One day I stole a Nirvana record from him and that was it!

**LE: How did you get into fashion?**

**KC:** My mum was a fashion designer and my dad was a sales agent in fashion. I used to go to work with my dad sometimes in London and that was really exciting. I didn't have a clue about styling at the time - I actually wanted to be a designer like my mum.

I was only good at music and art at school and when I took a year out after my A-levels, I made a brand and a website. As it was the Myspace era it was a screen-printed t-shirt collection and it did quite well. I sold the t-shirts wholesale in a few small stores having learnt that hustle from being with my dad at

work. The brand meant I had a design portfolio and I got in to study fashion design at university and that was where I really learnt about styling. I also started a blog where brands gifted me things for my blog. This meant photographers would see the outfits I'd put together and ask me to style their shoots. It became my job quite naturally.

**LE: What do you think about LondonEdge Brands and their versatility?**

**KC:** I have three parts to my style: The first is rock and grunge which comes from being a teenager in the 90's and growing up in the hard-core music scene. The second is high-end fashion and, because I'm a stylist, its part of my intellect and vocabulary for my job.

Finally, it's sneakers and street-wear. LondonEdge is really interesting to me because it was fascinating to watch the evolution of punk rock fashion throughout my childhood and twenties and I now see how the street-wear and rock scenes have

totally merged. I personally believe it's to do with hard-core kids, because they merged the street-wear scene when they started wearing Nike Air-max instead of Vans. I then became obsessed with street-wear. Through LondonEdge, it's been cool to witness the street-wear scene coming together with the rock scene so that, for example, I look at the brands and style New Rocks with baggy menswear tops.

**LE: You're really good at merging styles together, do you think that vintage can be easily styled?**

**KC:** Juxtaposition is my favourite thing. Every now and again, I'll pin curl my hair and wear a tight hourglass vintage style dress and put it with some vans high tops. Plus the vintage shorts in summer are a must, worn with a nice top tucked in it can really make me feel very feminine. Vintage swimwear is also my go-to, it just fits all figures perfectly. I love the vintage ranges at LondonEdge!

**LE: How do you see the progression of**

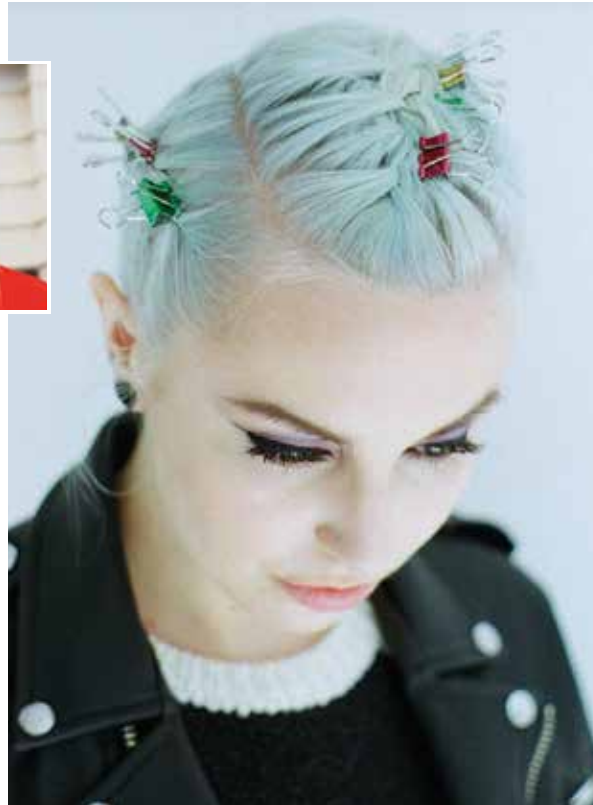
**alt fashion now its being more commercialised?**

**KC:** I think there are a lot of brands that have stayed really punk rock or Goth but it's not just a scene any more. There're so many luxury brands doing Goth now which I think can really help the brands that have stayed true. I see them becoming so much more popular now. It's great because I will feel more comfortable for instance wearing a pair of TUK shoes and a Topshop dress and feeling really fashionable.

**LE: What are you most looking forward to at LondonEdge?**

**KC:** I'm really looking forward to meeting all the brands personally and seeing all their collections in the flesh. It's going to be a really great weekend that will deliver me loads of inspiration.

**LE: Thanks Kitty. It's been great chatting and we're looking forward to seeing you at the show in February.**





# KITTY COWELL

## THE EDIT

Photography & Styling:  
Nicola Mary Wyatt & Alexandra Tomlin

### Look 1:

Leather Gilet - OSX Biker Fashions  
Hoodie - Anchor and Rose London  
Leggings - Pamela Mann X Metallica  
Shoes - TUK

### Look 2:

Jacket - Anchor and Rose London  
Top - DarkSide Clothing  
Skirt - Get Crooked  
Socks - Pamela Mann  
Shoes - New Rock

### Look 3:

Top - Darkside Clothing  
Dungarees - Hell Bunny  
Chain - Queen of Darkness  
Shoes - New Rock  
Bag - Jelly Jolly London

### Look 4:

Beret - Mary Wyatt London  
Dress - Mary Wyatt London  
Jacket - Seamstress of Bloomsbury  
Socks - Jelly Jolly London  
Shoes - New Rock



03



04



01



02



# FROM THE HEART OF DARKNESS TO ROUTE 66

## CHLOE KERLEY THE ALTERNATIVE GOLDEN GIRL

Photography & Styling:  
Nicola Mary Wyatt & Alexandra Tomlin

01

### Look 1:

Top - Mary Wyatt London  
Beret - Mary Wyatt London  
Skirt - Seamstress of Bloomsbury  
Tights - Pamela Mann  
Shoes - Banned Apparel



02

### Look 2:

Necktie - Sourpuss  
Dress - Sourpuss  
Tights - Pamela Mann  
Shoes - TUK





03



04



05

**Look 3:**

Jacket - OSX Biker Fashion  
 Dress - The Seamstress of Bloomsbury  
 Boots - New Rock

**Look 4:**

Jacket - Toxico  
 Cardigan - Banned  
 Necklace - Alchemy  
 Jeans - Hell Bunny

**Look 5:**

Top - Mary Wyatt London  
 Skirt - Collectif  
 Headband - Banned  
 Tights - Pamela Mann  
 Shoes:

**Look 6:**

Top - Queen of Darkness  
 Belt - Queen of Darkness  
 Skirt - Collectif  
 Jewellery - Ichemy  
 Shoes - New Rock

**Look 7:**

Jacket - Toxico  
 Cardigan - Banned  
 Necklace - Alchemy  
 Jeans - Hell Bunny

06



07







08



09



10

**Look 8:**  
Dress - Collectif  
Necklace - Collectif

**Look 9:**  
Dress - Tatjana Warnecke  
Jewellery - Alchemy  
Headpiece - El Costuero Real  
Shoes - New Rock

**Look 10:**  
Dress - Mary Wyatt London  
Harness - Tatjana Warnecke  
Tights - Pamela Mann  
Shoes - New Rock



## BRAND SPOTLIGHT

# FEARLESS ILLUSTRATION

COMFORTING THE  
DISTURBED & DISTURBING  
THE COMFORTABLE

*LondonEdge chatted with  
Laura Hardwick at UK  
Apparel who designs the  
Fearless Illustration, Cosmic  
& GRIMM Design brands.*

**LE: What is your design influence for your different brands?**

**Laura:** It's so important to me that everything is original and unique. A mixture of trend forecasting and personal interest fuel all initial ideas for Fearless Illustration.

Trends in Pop Culture are the biggest influence for Cosmic, along with some good old sarcastic wit. I take influence from fairytales and nightmares (amongst other gloomy or twisted concepts) for the newest brand, GRIMM Designs.

**LE: How did you get started as a designer?**

**Laura:** I have always loved drawing and been obsessed with fashion. I have a degree in 'Textile Design For Fashion' that has been essential in pursuing a career as a designer. I never wanted to do anything else!

**LE: What can we expect to see from the new collections?**

**Laura:** I'm always inventing new shapes and experimenting with different styles within the alternative



market. My fascination with all things macabre casts a delicious veil over a fair amount of design concepts, whilst a fashion-forward edge keeps everything on-trend. Prepare for darkly resonant sentiments, adorable animal prints and the odd skull or spine. This show I will also be introducing UK Apparel's latest brand, GRIMM Designs, which celebrates a gothic love of horror, literature and all things sinister.

**LE: What is your favourite piece you have designed?**

**Laura:** I'm really pleased with the 'Thorn In My Side Bambi Dress'. It uses lots of new fabrics that I've

been excited to introduce for 2018 and the shape looks great on everyone. Also anything with cats on because I'm unashamedly obsessed!

**LE: What advice would you give to people aspiring to follow in your footsteps?**

**Laura:** Never stop drawing! Have faith in yourself as a designer and don't let anything destroy your creative spirit. Also prepare for a massive amount of work - no guts, no glory!

**LE: Thanks Laura. It's been great chatting.**







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See You at Stand M95

# NEW EXHIBITOR LAUNCH

## KIRA DON JEWELLERY

### ARTISTS AND DESIGNERS OF LIFESTYLE JEWELLERY

Kira Don Jewellery are a brand new exhibitor and an accessories and jewellery brand located in Athens, Greece. They've been in the jewellery making industry since 2013 and are ecstatic to have been expanded through wholesale into the EU, NZ & the US!!

They've been trading at tattoo conventions, alternative shows, alternative markets and few music festivals as well as their website.

They create and add new designs & ideas all of the time and, manufacturing their jewellery in bronze, brass, silver, Plexiglas & wood, everything is produced locally in Athens, Greece.

Their design inspirations come from tattoo culture, Mexico's "Day of the Dead", the punk rock scene, pin-up lifestyle, the 50s, rock & roll, metal and, most importantly, alternative fashion. You'll see these influences being reflected in the use of sugar skulls, muerto, skulls, traditional roses, brass knuckles, flamingos, exotic flowers, tentacles and octopus, pacman and more.

We're delighted to welcome Kira Don Jewellery to LondonEdge in February and you can view the collection at Stand M24 or contact them in the meantime at [info@kiradonjewel.com](mailto:info@kiradonjewel.com).





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## ZOE MELISSA MAE

BLOGGER & EXTRAORDINARY  
KAT VON D MUA

**LondonEdge:** So tell us a little bit about Zoe Melissa Mae?

**ZMM:** She's pretty quirky, very dark and ever changing in life & style!

**LondonEdge:** How would you define your personal style?

**ZMM:** My style changes regularly. I love taking aspects from lots of different fashion trends & combining them into one weird mismatched look. I currently love the 'corporate goth' look. Something about making goth style look fitted & smart with a dark twist really appeals to me! I also slip in a little 'pin-up' as it's been a love of mine for many years!

**LondonEdge:** What do you love about the darker side of fashion & beauty?

**ZMM:** I love how inclusive it is. I currently work for Kat Von D beauty & although the brand is quite gothic, people from all walks of life come to visit & love our brand! It's the same in fashion too. It doesn't matter what your style is, there's always room for something a bit darker in your wardrobe and our community will welcome you with open arms! I think it's incredible how many dark wear options there are these days with amazing new brands offering strong & unique fashion popping up everywhere unlike when I was younger!

**LondonEdge:** You have such an amazingly strong & stunning look, as a MUA, how do you cope with creating a look that is opposite to your own?

**ZMM:** I love it! I love the pure surprise on my clients' faces when I come to a job in a black lip & graphic liner! They worry that it's the only style I can do and then I whack out a soft nude look on them! They have a weird first impression and afterwards tell me they were sorry to doubt me! I enjoy all aspects of makeup & get excited every time someone wants something different from bridal to full dark glam or sfx!

**LondonEdge:** What does the future hold for Zoe Melissa Mae?

**ZMM:** I'm currently super busy with makeup jobs & really enjoying it. I'd love to get stuck back into modelling again as it's taken a back seat for a while! I've a few really cool collaborations lined up so keep an eye on my social media!

**LondonEdge:** We're looking forward to seeing you at the show in February!

**ZMM:** I can't wait!



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PRODUCT LAUNCH

**PAMELA  
MANN**

*New Ranges of Licensed  
Legwear from Pamela Mann*

LICENSED METALLICA &  
ALCHEMY GOTHIC LEGWEAR



**Leicestershire** based hosiery manufacturer and distributor Pamela Mann, has invested in two separate ranges of Licensed legwear targeted specifically at the rock and goth market. The rise in licensed merchandise, the ongoing world tour of heavy-metal band Metallica, paired with the ever-growing popularity of the Alchemy Gothic brand means that the new ranges will enable Pamela Mann's wholesale customers to capitalise on key market areas.

The new licensed ranges incorporate the edginess of the Metallica brand, alongside the mysterious fantasy of the Alchemy Gothic brand to enable stand out outfits in a non-conventional way.

The Metallica range, licensed by Probit Europe, contains five contemporary leggings styles from the best-selling 'Scary Guy Leggings' to the subtler but equally amazing 'Garage Days Leggings'.

The Alchemy Gothic range, licensed by Alchemy England is made up of a fantastic range of printed tights, leggings and socks integrating the unique and distinctive Alchemy artwork into quality apparel products.

'We care about continuously developing new products,' said Rich Skidmore, Business Development Manager, 'so we developed these new ranges to ensure we can constantly provide our wholesale customers with new and exciting products.'

Pamela Mann's huge range of hosiery will be available on stand M223 alongside this exciting new launch between 11th & 12th February 2018 at LondonEdge at the Business Design Centre, Upper Street, Islington, London, N1.



# FRONTLINE

Apparel (UK) Limited



## Attention Brands !!!

Do you have storage, fulfilment / pick and pack problems?

Are you struggling to efficiently fulfil B2B and B2C orders?

### Frontline Apparel can help !!!

We have been distributing apparel brands in UK and Europe since 2004 - brands such as Hype, Mi-Pac, Famous Stars & Straps, LRG, Crooks and Castles etc etc

We now also offer storage and fulfilment services all at reasonable costs. As we are a volume shipper our shipping rates are also probably cheaper than many small / medium sized brands.



We have a large modern 2 floor fully secure warehouse. We can offer various solutions to brands to help you achieve greater efficiency, product awareness and profitability - warehousing / storage / fulfilment / etc. We can also help expand your sales - we have around 500 European retailers signed up to our B2B site on which you can list your brand's available stock.

We offer a bespoke approach that works for each brand's individual needs.

For more information please email or call

Phone: +44 (0) 1509 262320

sales@frontline-apparel.com



[www.frontline-apparel.com](http://www.frontline-apparel.com)

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

<https://b2b.frontline-apparel.com>

## PRODUCT SPOTLIGHT CHECK!

Check has never really been absent in the aisles at LondonEdge but it's back big time this season. Designers are using plaid patterns in everything and it's been given a modern update too so checks are a must-have in your store. Think figure-hugging silhouettes, dirndl skirts, slip dresses, flares, skinnies and new kilts.

1. Run & Fly / 2. Love Her Madly / 3. Collectif / 4. Pamela Mann  
5. Seamstress of Bloomsbury / 6. One Direction / 7. BlackBoard Label  
8. Queen of Darkness / 9. Sourpuss / 10. Pose Like A Pin Up



1



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LondonEdgeNOW is the digital incarnation of the world-renowned fashion trade event LondonEdge. Launched at the millennium, LondonEdge is a permanent fixture on the international lifestyle fashion calendar.

Trade shows in real life are still a critical element in the process of sourcing and buying products in the 21st Century but, alongside this, sourcing & buying merchandise is done online between shows. Sitting in partnership with the internationally recognized show LondonEdge, LondonEdgeNOW will provide retailers around the world with access into new and trusted designers, manufacturers, wholesalers and agents with the purpose of building a digital showroom and meeting place from which to buy & sell.

In between shows, store buyers will be able to source, view & order multiple collections via one single platform rather than the inconvenience of ordering from multiple individual brand digital storefronts.

Launching in February 2018, businesses can register to buy or to sell at: [www.londonedgenow.com](http://www.londonedgenow.com)

Entirely free for retailers to use, the service is also free of charge to companies who exhibit at the LondonEdge show. Designers, manufacturers and wholesalers who can not exhibit at the next LondonEdge show can still be involved for a monthly fee. We'd love to speak to you about the opportunity so, for further information, please contact [carole@londonedge.com](mailto:carole@londonedge.com) or +44 (0) 116 279 5179.

For further information about the launch contact  
[operations@londonedge.com](mailto:operations@londonedge.com) / +44 (0) 116 279 5179.



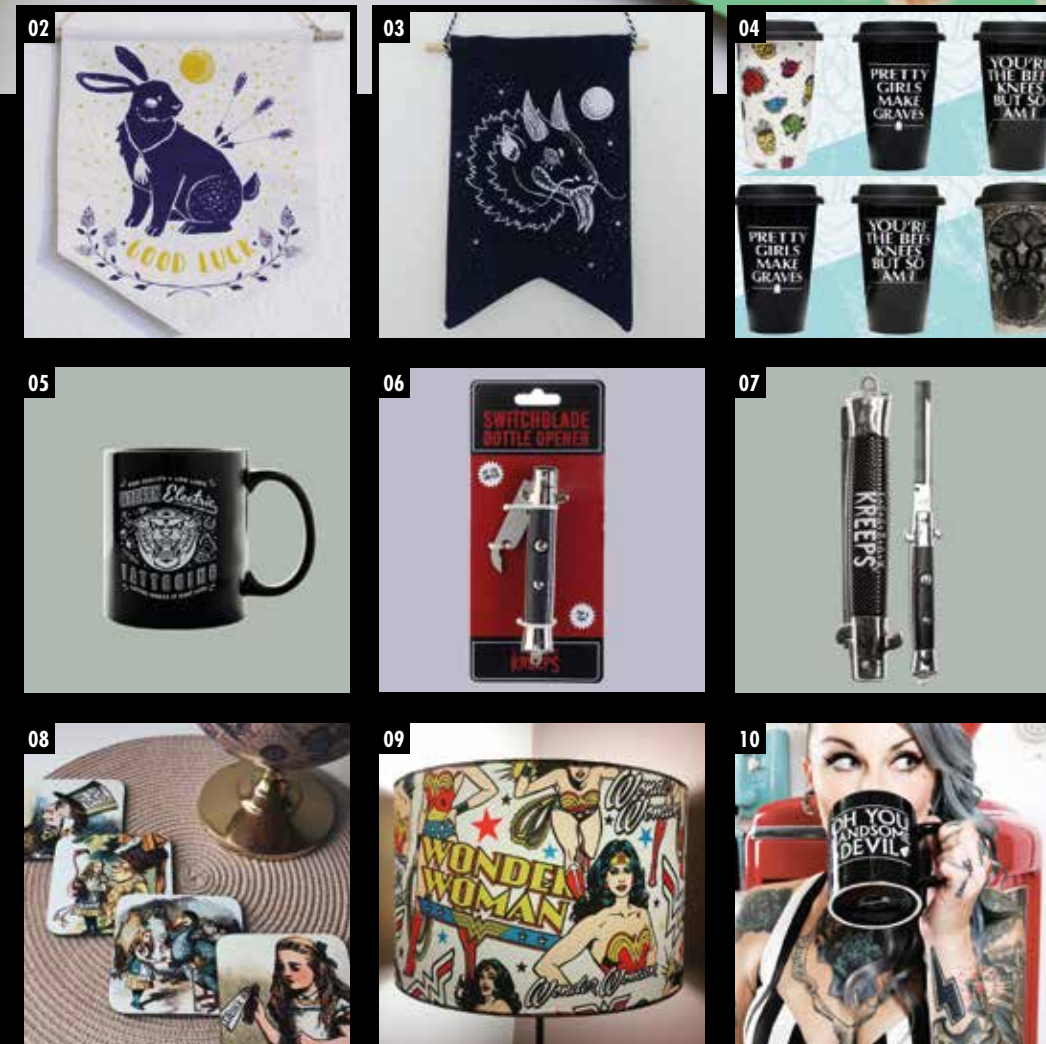
[LONDONEDGENOW.COM](http://LONDONEDGENOW.COM)

*Connecting lifestyle fashion suppliers directly with lifestyle fashion buyers*



## PRODUCT SPOTLIGHT AMAZING ADD-ONS

Not only is LondonEdge generously bedecked with clothing, footwear & accessories but it's also provides lifestyle retailers a valuable source of gorgeous giftware and home ware products. Ideal, space efficient, top-up items to merchandise along with core stock.



1. Kitsch Republic / 2. Moon & Bear / 3. Moon & Bear / 4. Sourpuss / 5. Kustom Kreeps  
6. Kustom Kreeps / 7. Kustom Kreeps / 8. Kitsch Republic / 9. Kitsch Republic / 10. Sourpuss



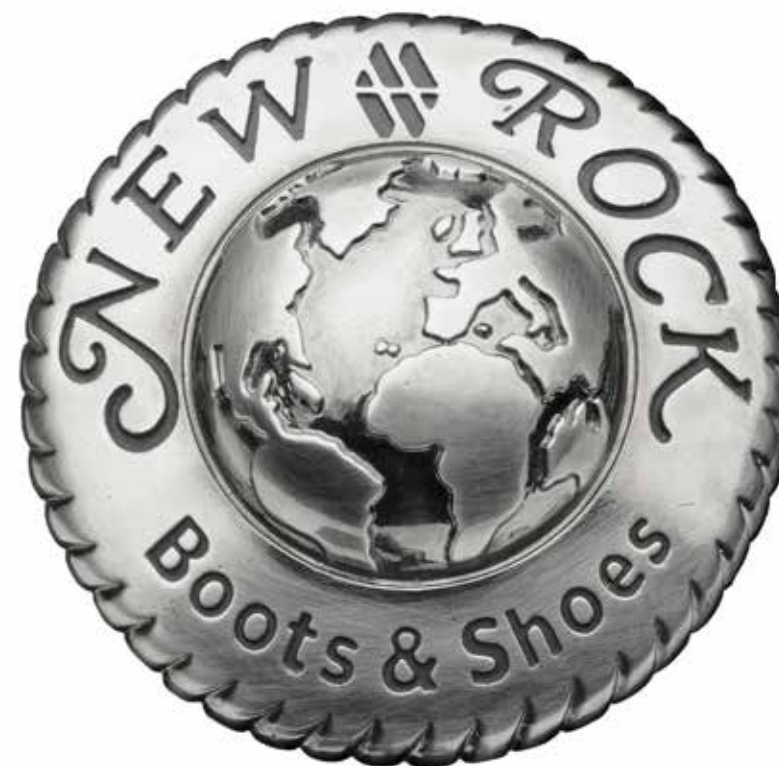
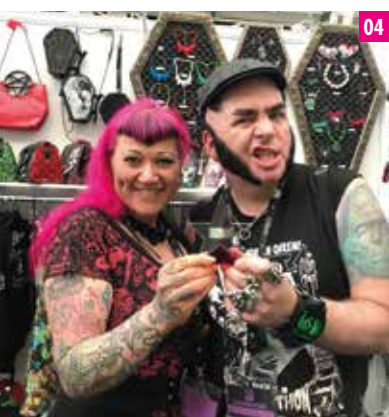
## EXHIBITOR AWARDS

# PRAISE WHERE PRAISE IS DUE!

We love to celebrate our exhibitors' genius so here we are with September '17's award winners.

### OUR AWARD WINNERS:

1. Collectif - The Most Charming Vintage Brand
2. Charla Tedrick - Best Newcomer
3. Alchemy - Most Stand Out Jewellery Brand
4. Kleepsville 666 - Best Accessory Collection
5. Frilly Pops - Best Pop Culture Collection
6. Hyraw - Most Rock n Roll Brand
7. Lola Ramona - The Sweetest Footwear Brand
8. New Rock - Edgiest Footwear Brand
9. Queen of Darkness - Best Darkwear Brand
10. Sourpuss - Most Iconic LondonEdge Brand



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