

LONDON



LIFESTYLE TRADE SHOW

www.londonedge.com

Lifestyle Fashion Tradeshow: S/S 16 Show Preview

Brand Spotlight:

Disturbia

Hell Bunny

KillStar

The Ragged Priest

Freddies of

Pinewood

Plus trends...

Featuring:

Marylou Faure

Olivia Emily

Sophie Hannah

Richardson

7TH-9TH FEB 2016

Olympia West London. W14

NEVER BORING



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LondonEdge
Stand E20

WELCOME TO LONDONEDGE FEB16

Even as life in general consumes our lives, we're gearing up for the February 2016 LondonEdge tradeshow. As always we strive to make each season even better than the last, and the upcoming schedule promises to be jam packed and full of fun.

The **SS16** Show sees us head back over West to Olympia Exhibition Centre. We're taking residence in the West Hall once again with a new layout and a freshly branded aesthetic. This season we will have catwalks shows throughout the 3 days, live speakers and seminars, blogger events and of course, the infamous LondonEdge party.

Now in its second edition, we create the LondonEdge magazine to offer a sneak peek into what the show will be offering. From brands that are exhibiting with us to fashion editorial and trend spotlights, we curate this little magazine to provide a more in-depth look at what LondonEdge is and why we do it, and why our exhibitors and visitors come back year on year. Here you can see more info about what's going on at the event also, including catwalk line-ups, speakers and seminars.

For the second season we're presenting Edge:Edit – a specially curated area of the show providing a platform for a selection hand-picked newcomer and tastemaker brands. These brands, including the gorgeous librastyle, are fresh, innovative and mostly new to the tradeshow circuit – a must see for those looking for exciting new blood. Soon to be announced are our speakers and seminars, and keep an eye on your inboxes for your LondonEdge party invite...

We hope you enjoy the second edition of the LondonEdge magazine, and we look forward to seeing you in February!

LondonEdge takes place **7th – 9th February 2016**
Olympia West, Hammersmith Road, London. W14 8UX.
To register please visit: www.londonedge.com

Design & Creative: Gary Everitt



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Bettie Page by Coral & Jade
Esther Williams
Girlhowdy

www.BettiePageClothing.com www.EstherWilliamsSwim.com

www.coralandjadeapparel.com

WHAT'S ON WHEN

From live catwalk shows to speakers, bloggers events, entertainment, parties, sweets & shots, there's always something happening at LondonEdge!

FEBRUARY 2016

OPENING TIMES:

Sunday 7th - Open 10am - Close 6pm
Monday 8th - Open 10am - Close 6pm
Tuesday 9th - Open 10am - Close 4pm

SPEAKERS:

We will also have a schedule of speakers throughout the show, made up of industry insiders, youth culture historians and experts in their fields. These speakers will be sharing their experiences, wisdom and know-how with visitors and exhibitors alike. More information and a schedule of events will follow. Check these out on the main stage in-between catwalk shows.

CATWALK SHOW

Through the 3 days we will have regular fashion shows, showing off some of the very best LondonEdge has to offer on the catwalk. This season the catwalk stage is sponsored by the fabulous new collection from Banned, Dancing Days, and we have a fully packed schedule of amazing brands! Make sure you take note and grab a front row seat.

SCHEDULE & PARTICIPANTS:

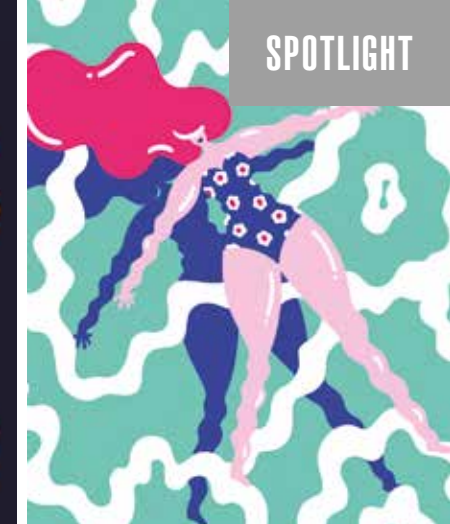
Sunday: 11am, 1pm, 3pm & 5pm
Monday: 11am, 1pm, 3pm & 5pm
Tuesday: 10.30am, 12 midday, 1.30pm & 3pm

Jawbreaker / Voodoo Vixen / Hell Bunny / Collectif / Bright & Beautiful / Queen of Darkness / Banned Apparel/ Innocent Lifestyle/ Pentagramme/ Dancing Days by Banned / Hearts & Roses / Spin Doctor

HOW TO FIND THE VENUE:

Olympia West, Blythe Road (off Hammersmith Road) London, W14 8UX.

Olympia Exhibition Centre can be reached easily by public transport and the entrance to the West Hall is on Blythe Road. This is just a couple of minutes walk from Olympia mainline station and Hammersmith Road. There is parking nearby and at the venue should you chose to travel by car.



SPOTLIGHT

MARYLOU FAURE *Illustrator & Artist* SPOTLIGHT INTERVIEW

Each season for LondonEdge we work with new illustrators, who we ask to put their own spin on the LondonEdge look. We love working with fresh new talent, and this season we came across the bubbly bouncy illustrative style of Marylou Faure, and asked her to give us her take on the LondonEdge aesthetic.

Marylou has been an illustrator for 3 years, after studying at L'Esag Penninghen in Paris. For the last 6 months Marylou has been a freelance illustrator, and we asked her a bit about her style and working alongside brands...

LE: We LOVE the bouncy, glossy style to your work - How would you explain your drawing style?

MF: London and its amazing artists are a real source of inspiration for me. My style has evolved a lot since I've been here! I love modern illustrators like Hattie Stewart, Malika Favre, Parra as well as older references such as Miro, Matisse, Edvard Munch, Picasso, etc.

LE: What would you say your career highlight is so far?

MF: I worked on a cookbook called "Killing me Soufflé" by Lachlan Hayman. I did a series of 90 illustrations as well as the cover. It was loads of fun to work on and it's now in all Waterstones, which is exciting!



LE: Do you often work creatively with brands? What is your favourite part of working creatively with brands on projects?

MF: I've had the chance to work with a few brands (the latest was a pitch for Smirnoff's new shot bottle) and my favourite part is definitely bringing the sketches to life. There's so much you can sell with a pencil sketch, I love working with a colourful palette and make everything pop.

LE: What sort of products or brands do you prefer to work with?

MF: I love working on both print and digital projects. I worked on a running app and it was amazing to see how the UX designer worked with my illustrations. I'm also working on a new vinyl jacket for a record club and I can't wait to see the end result once it's printed.

See more of Marylou's awesome work on her website www.maryloufaure.com

Dress: Motel / Jacket: 24HRS



*Fashion
& Beauty*

BLOGGERS

SOPHIE HANNAH RICHARDSON

BLOGGER SPOTLIGHT

Sophie Hannah Richardson is a fashion and beauty blogger with serious style. Her rainbow coloured Instagram profile and website have a cult following looking for style inspiration and the hottest brands to wear. Sophie joined us at the LondonEdge show in September, so we asked her a bit about her thoughts on the show and her fave brands...

"I had always heard about the LondonEdge exhibition, but had never had the opportunity to attend until last season with the amazing LA brand Dolls Kill. LondonEdge is all about alternative fashion, which I'm a huge fan of. As you can probably tell with my mermaid green locks, I love to try and be a little different from the norm. Fashion is all about personality and I love how you can be so creative with clothes and styling. I love wearing things people might not be confident to wear; in a way I kind of wear it for those who can't wear it. It's a bit like having coloured hair. There's so many people out there who would love to

dye their locks, but can't because of their career or lack of confidence. I'm doing it for all the green hair wannabes. The show exhibited some amazing brands from clothes to beauty and a few that stood out to me were YRU, Ragged Priest, Iron Fist and Manic Panic.

YRU - I am a huge fan of anything with a chunky sole or platform so when I approached the YRU stand I was blown away with their fabulous shoe designs. From pastel cloud thigh highs to spice girl shoes, I knew from that point I had to get my hands on every pair. Still currently lusting over them all.

RAGGED PRIEST - I've always been a fan of Ragged Priest and conveniently had worked with them a few weeks before LondonEdge so it was lovely to meet the girl I had been talking to over email. I had already been lucky enough to get my hands on some of their new pieces, however I had the opportunity to see more and boy their collection was to die for! So much faux fur, mesh and pastels, a girls dream.

IRON FIST - I had heard of Iron Fist before, but had never really taken it upon myself to seek them out, so it was a fantastic opportunity to meet the team and



see some of their collection in the flesh. They had some great collaboration collections that featured the Care Bears, there was this amazing fluffy care bear bag in mint green that made it on to my wish list!

MANIC PANIC - It was nice to see beauty brands there as well as fashion, and obviously being a big fan of coloured hair, I had to head over to the Manic Panic stand and lust over their rainbow of dyes. I didn't actually know they stocked makeup too, so it was nice seeing their whole brand as one. They had some amazing green shades that I've now got my eye on.

Overall LondonEdge was a fabulous day out where I got to meet some many lovely people. For a Blogger it was a fantastic opportunity for me to meet the people behind the brands and see their collections in the flesh as some of them are only online retailers or based in America where we would have to get things shipped. I will definitely be attending next season and I'm excited to see what my favourite brands from last time have got in store and any new ones that come on board."

You can see more of **Sophie** on her blog www.sophiehannahrichardson.com and her Instagram www.instagram.com/sophiehannahrichardson



“We are children of the 90s & our clothing draws a lot of influence from this era”

DISTURBIA

BRAND SPOTLIGHT

Disturbia have been fabricating discord since 2003, and have become one of the most loved brands at LondonEdge. Their deepest darkest designs still have that unmistakable cute element, courting the disturbing and the desirable.

They says they are ‘66% fear and loathing, 33% confusion, 13% apathy... 100% cotton’ and their high quality is a well known element of their aesthetic. Disturbia say they created the brand, “in the wake of several alien abductions, six tabs of acid, and that time we found Kurt Cobains ghost in our beer froth”... but we know different. We caught up with Helen from Disturbia to ask her how they started out, and what goes into creating a collection with such a cult following.

LondonEdge: So tell us, did it all really begin with an alien abduction?

Helen: on the back of a massive comedown...



SINCE 2003



LE: How do you go about designing for the next season, where do you start?

H: Generally for me it's drawing on things I like at that current moment. Music, art, popular culture. Then I think about what I would like to wear, what my alter egos would wear, and what I think our customers would like to see.

LE: Disturbia designs are known for breaking the mold - What would you say influences your designs?

H: We are children of the 90s and our clothing draws a lot of influence from this era. Music, film, art, photography, typography, sloganeering. The line also acts as a platform for us to vent our collective frustrations.

LE: What's next for one of the lifestyle sectors most loved brands? Where do you go next?

H: Each season we try to grow our range and experiment with new silhouettes, fabric types, dying and printing processes. We're always looking for new and exciting artists to work with. For me that's what makes it interesting.

Stop By Disturbia at the show in Feb – **Stand C14**



Voodoo Vixen
Vintage Inspired Clothing

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www.onedirectionclothing.com

*Our Modern
Day Femme
Fatale, dressed
in the dark and
divine, with
more than a nod
to a bygone era
of glamour and
seduction.*

Photographer: **Daniel Ackerley**
Model & MUA: **Threnody In Velvet**
Styling: **Vicky Kear &
Hannah Prizeman**
Dress: **Collectif**



**DARK
& DIVINE**



Dress: Victory Parade. Shoes: Banned.



Shirt: Seamstress of Bloomsbury Trousers & Shoes: Banned



Shirt: Seamstress of Bloomsbury. Trousers: Fretties Of Pinewood. Shoes: Banned



Dress: Collectif Shoes: Banned



Dress: Motel. Shoes: Banned



Shirt: Voodoo Vixen. Trousers: Banned



Dress: Victory Parade. Shoes: Banned



Jumpsuit: Seamstress of Bloomsbury



JAWBREAKER
alternative clothing

Come and see us at stands B30 & C30.
www.onedirectionclothing.com



Hell Bunny: Skirts



Banned: Bag



Banned: Bag



Killstar: Crop Top



Disturbia: Bag



Killstar: Dress



Bright & Beautiful



Jawbreaker: Dress



Killstar: Bag



Dragon Dreads: Bag

SKOOL . IS . COOL.

Grab your books and head to class - Skool is cool for A/W15.

Think skater skirts and tartan details, and of course, black black black. High necks and collar details on blouses and dresses for that prim and proper look, with the raddest book bags.



Collectif: Dolly Coat



Collectif: Dress



Disturbia: Dress



Seamstress Of Bloomsbury: Blouse



Banned: Shoe



Banned: Shoe



Banned: Shoe



HELL BUNNY

BRAND SPOTLIGHT

Each season Hell Bunny brings their brand of rockabilly retro inspired clothing to LondonEdge, bursting with fresh designs evocative of the bygone era's they are inspired by. The brand started out in 2003, initially inspired by Japanese and Thai fashion, drawing on the Punk, Lolita and Emo trends of the time, and since then the brand has evolved to draw more upon the rockabilly and retro influences that we can see in collections today. We asked the studio at Popsoda (home to Hell Bunny) a bit about how they continue to find fresh inspiration for their designs, and a bit about that loyal customer base that has kept strong over the last 13 years.

LondonEdge: How do you go about designing the latest Hell Bunny collections?

Hell Bunny: We make a lot of our own prints in our studio and those can start in various different ways, once the print is done, it gives us the feel of what clothing styles to put it on & helps us choose our colour schemes for the collection as well. We also still tend to look at catwalks as they can have some amazing details that can bring our garments to life.



“It’s good to find old styles and rework on them...”

LE: How do you find new inspiration each season for designing a collection based on retro/rockabilly styles?

HB: I think because our range is inspired by vintage clothing it makes finding new ideas quite easy as there is such a big variety of things we can look at from the past, movies, magazines, models. It’s good to find old styles and rework on them to make them more modern & flattering so that it will make the ladies feel good about themselves!

LE: Your Instagram is always full of images of customers wearing your garments and you have nearly 30k followers – do you place a lot of importance on social media marketing?

HB: We certainly do. Since people spend a lot of time on the internet I think as a brand you need to make sure your garments are getting lot’s of exposure on social media. Luckily for us, we have such a wide variety of ladies from all over the world wanting to share they’re photo’s of themselves in our dresses which is brilliant as we love seeing them. It’s also the best place to get feedback on what our customers like the best and any suggestions they have for us to make sure we keep creating stuff they’ll love!

LE: Do you work with bloggers and social media influencers for Hell Bunny?

HB: Recently we have started collaborating with a lot of bloggers and models overseas. We have a lot of models contact us wanting to work for us, but obviously because of the distance it makes things difficult, so sending the models garments and letting them shoot in them is a great way of letting for the models be part of the team without having to travel to the UK. We also love seeing how the models & bloggers style & shoot our clothing, sometimes they co-ordinate things with it we wouldn’t have thought of!

LE: Where would you like to see Hell Bunny moving to next?

HB: We have lots of plans & ideas for the future of Hell Bunny that we’re very excited about. For us actions speak louder than words, so watch this space!

Don’t forget to check out the **Hell Bunny** stand at the February show, **Stand D34**



a Belgian artist



Woody Ellen is a Belgian illustrator and figurative painter. She creates her very own cabaret. A world where everything is a little more vivid and vibrant than in our own pragmatic surroundings. In 2013, she began designing her own handbag collection. A series of bags from the bygone forties, fifties and sixties. Not only the models take you back in time, but also the graphics immerse you in the nostalgic Woody Ellen atmosphere.

Woody Ellen stand J13

www.woodyellenwholesale.com | www.woody-ellen.com

Bloom Collection



Ava Elderwood

WEAR THE VISION

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MADE IN GREAT BRITAIN

FOLLOW THE WHITE RABBIT AT STAND J24

**WHO
DO YOU
THINK
YOU ARE?**

*Pick a tribe
or wear 'em all.
Subcultures make our
world go round.*

Styling: Nicola Mary Wyatt & Vicky Kear
Photography: Xanthe Hutchinson
Models: Milana & Nia from Anti Agency
Hair & Make Up: Jess Whitbread.

Dress: Catriona Stewart / Jacket: 24HRS / Choker: Extreme Largeness



Top: Syd and Malory / Bra: Widow / Trousers: Queen of Darkness / Shoes: Jeffrey Campbell



Jumper: Kilistar / Choker: Extreme Largeness / Trousers: Queen of Darkness



Dress: Motel / Jacket: 24HRS



Dungaree Dress: 24HRS / Crop Tee: The Ragged Priest / Shoes: Jeffrey Campbell / Choker: Bullet 69



Dungaree Dress: 24HRS / Crop Tee: The Ragged Priest / Shoes: Jeffrey Campbell / Choker: Bullet 69



Top: The Ragged Priest / Skirt: Catriona Stewart /
Pants: Widow / Socks: Pamela Mann / Shoes: Iron Fist / Choker: Extreme Largeness



Dungaree Dress: 24HRS / Crop Tee: The Ragged Priest / Shoes: Jeffrey Campbell / Choker: Bullet 69



Latex Top & Cap Sleeved Harness: Yummy Gummy / Trousers: Catriona Stewart / Shoes: New Rock



Top: The Ragged Priest / Choker: Extreme Largeness



Jumper: Killstar / Bra: Widow / Choker: Bullet 69 / Trousers: Catriona Stewart / Shoes: New Rock



Tee Shirt: librastyles



Jumper: Killstar / Bra: Widow / Choker: Bullet 69 / Trousers: Catriona Stewart / Shoes: New Rock



Crop Top: 24 HRS / Jeans: The Ragged priest / Socks: Pamela Mann / Shoes: Jeffrey Campbell / Choker as Bracelet: Extreme Largeness / Bag: Iron Fist



Latex Top & Cap Sleeved Harness: Yummy Gummy / Trousers: Catriona Stewart / Shoes: New Rock



Dress: Catriona Stewart / Choker: Extreme Largeness / Socks: Pamela Mann / Shoes: Jeffrey Campbell



Black Jacket: Disturbia / Top: Iron Fist / Pants: Disturbia / Collar: Bullet 69 / Tights: Pamela Mann

CHUNKY & WE LIKE IT!

Get some exxxtra height! We're loving shoes, sandals and boots with a thick platform, relive your 90's Spice Girl dreams and get longer looking legs while you're at it.

Featured here are some of our favourites from **New Rock**, **Iron Fist** and **Jeffrey Campbell**, but stop by the Hades & Alternative Footwear stands too for your **chunky footwear fix**.

1. NEW ROCK / 2. IRON FIST / 3 & 4. JEFFREY CAMPBELL



01



02

04 03



IRON FIST



VISIT US AT LONDONEDGE
BOOTH B10

Enquiries & Appointments contact:
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chrisa@blankgeneration.com

WWW.IRONFIST.CO.UK

We like them to feel a bit personal... like you're part of something."



THE RAGGED PRIEST

BRAND SPOTLIGHT

The Ragged Priest are Essex home-grown talent, known for their forward thinking designs featuring slashed denim, sequins and slogans. The Ragged Priest started out selling vintage clothes on Ebay in 2006, and has grown to be one of the most respected subculture brands on the market today. Their reign has been bolstered by a long-standing concession in Topshop Oxford Circus, some brilliant collaborations and a totally unique aesthetic. We spoke with Bex Hyde, designer for The Ragged Priest to ask her more.

LondonEdge: How do you start the design process, what inspires you to create such bold and fun designs?

Bex: "The brand is rooted in reworked vintage, as that is how we first started out, and vintage has very much continued to inspire us as the brand has evolved and progressed. We also very much draw upon British street culture, kicked back LA style and youth culture attitudes."

LE: We love your customised, studded, dyed and torn denim that has become a fixture in your collections - does that DIY customised aesthetic run through your design process?

Bex: "As a designer I have always had a very hands on approach and this often translates into the actual



design process. I also just love that aesthetic! I love that element of experimenting with DIY from previous decades like the punk or hippy movements so I guess that definitely feeds back into our collections. We like them to feel a bit personal... like you're part of something."

LE: We love the collaborations you've created over the years - how do you go about deciding who you'd like to work with?

Bex: "Collaborations are a relatively new thing for us, but we love to work with people that we admire and are inspired by. It is really great working with like minded individuals and brands, and it is also really fun to work on new projects."

LE: Is there anyone you would love to collaborate with?

Bex: "Ermmmm... that's a tough one as there is so many! Discount Universe are incredible at what they do, so we would love to do something with them. There is also a T Shirt and vintage company in the USA called Backbite who would be amazing to do a jersey collaboration with. We are always exploring new options with collaborations, and always aim to have some exciting projects in the pipeline!"

Make sure you swing by The Ragged Priest stand during the LondonEdge February show – **Stand B12**

"I love that element of experimenting with DIY from previous decades like the punk or hippy movements so I guess that definitely feeds back into our collections."



FASHION &
LIFESTYLE
BLOGGER



OLIVIA EMILY

BLOGGER SPOTLIGHT

Olivia Emily is a fashion and lifestyle blogger from London, with a penchant for the dark and beautiful. Olivia joined us at the last show in September, and we got in touch to find out more about her thoughts on the show and our brands:

"I had the super-exciting opportunity to attend the last LondonEdge as a blogger - I had the most amazing time! The atmosphere was incredible, and everyone is so welcoming and friendly. It was an experience unlike any trade show I've ever been to - along with the incredible stands, there were also seminars with inspiring people from the industry, and fashion shows (which dished out some serious style inspo) - I can't wait to go back next year!

LondonEdge is such an amazing chance to see and learn so much about brands that I've admired for years, and learn about amazing ones I've never seen

"So much fun getting to explore all of the amazing goodies & my stand-out favourites."

before. Some of my stand-out favourites included Widow, who had some of the dark lace pieces of my dreams; Killstar, whose cosy shredded knits & jewellery have been my go-to for years (which meant it was so much fun getting to explore all of the goodies at their stand in person!); and Church of Sanctus, who some of the most perfect handmade vegan leather & faux fur winter coats that I've ever set eyes upon!"

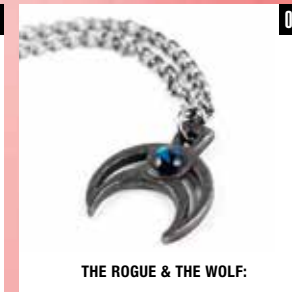
See more of Olivia's Style on her blog www.oliviaemily.com and Instagram www.instagram.com/oliviaemilyx

HEAVY METAL

GIVE 'EM SOME ATTITUDE WITH HEAVY METAL ACCENTS. THICK RINGS, ACRYLIC CROSSES, BEJEWELLED SEPTUM KEEPERS, GOTHIC DROPS, BARBED WIRE TOUCHES... OUR RANGE OF JEWELLERY EXHIBITORS HAS EVERY ANGLE COVERED. KEEP IT HEAVY.



THE ROGUE & THE WOLF:



THE ROGUE & THE WOLF:



CHERRYLOCO: CROSS EARRINGS



CHERRYLOCO: ARCANIC CAT



BEPAPAIA: PIERCING SEPTUM



BEPAPAIA: PIERCING SEPTUM



ALCHEMY: EARRINGS



ALCHEMY: CROSS



FREDDIES OF PINWOOD

BRAND SPOTLIGHT

Freddies of Pinewood is the ultimate in reproduction vintage denim; No one has thicker, tougher, straighter cut or more gorgeous denim than Freddies. If you want that perfect rockin' 50's jean, look no further!

Freddies of Pinewood is wife and husband team **Jo** and **Phil Whyte**. Their love of 40's and 50's music, Americana and vintage clothing developed in their early teens and has never lost stride.

Freddies road to success trod a familiar path – they started with a humble Camden market stall, and soon found themselves a regular presence at international rock and roll events. Later, they opened their now legendary vintage clothing shop 'rock-a-round', and today Phil and Jo have been running Freddies as a stand alone label for over 16 years, and the label has developed a somewhat cult following. We asked Phil and Jo what they thought was so special about the iconic 50's cut jean that has kept it on the most wanted list for so many years...

Jo, Freddies of Pinewood: "For women, they accentuate the best bits and hide the worst!! For the men, who would not want to look like Brando, Presley, Dean, Newman, Curtis, McQueen..."

"For women, they accentuate the best bits and hide the worst!!"

London Edge: So tell us why the 40's and 50's influence your work so much...

Jo: "From a very early age we were both heavily influenced by those decades - the history, music, dress, film, furniture, everything! The 1940s was a time of great work wear, very stylish but still utilitarian. With the 50s the youth culture started and made denim a fashion in its own right."

LE: The Freddie's of Pinewood Classic Indigo Jean has maintained the exact same vintage style and quality since 1999... Why do you think it's stuck around as firm favourite for so long?

Jo: "It was our first jean and its a great place for anyone to start their collection. It's plain, simple... rolled up in summer and down for winter!"

LE: Enough about the past... where do you see Freddies future?

Jo: "Firmly in the past! Great style is never out of fashion. We were here before the Vintage trend and will still be around after. Gradually our jeans are being made using the original machines we have collected from the 1940s and 1950s."

Make sure to swing by Freddies of Pinewood's stand at the February show – **Stand J20**



Model: Lady Amaranth

Wearing:
P734 Black Talon Pendant
R205 Black Consort Ring

EXTRAORDINARY DESIGN

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GRINDERS
03



02
ANGRY ITCH
(ALTERNATIVE FOOTWEAR)



01
GRINDERS



TOXICO
04



PAOLO VANDINI (LACEYS)
05

LOOKIN' SHARP.

Time to Smarten Up Boys!

For the gents that enjoy some of the finer things in life. Hair pomade and beard serum, freshly shined boots and velvet slippers and of course, a sly hip flask for keeping the cold at bay in style.



KUSTOM KREEPS BY SOURPUSS
09



06
KUSTOM KREEPS BY SOURPUSS



07
KUSTOM KREEPS BY SOURPUSS



10
KUSTOM KREEPS BY SOURPUSS



KUSTOM KREEPS BY SOURPUSS
08



Motel

Motel were a huge hit at last seasons LondonEdge and we are thrilled to welcome them back to the show this season too. We cant wait to have a peek at the S16 collection, which the team tell us is trend led and inspired by the 60s.

“The collection houses amazing mini printed skirt, ruffled blouses, monochrome prints and more. Prices are affordable and perfect for the unique fashion shopper.”

Don't forget to head over to **Motel** at the show – **Stand C11**



“Inspired by the fear of being average, a love of Magick and life-long investment in the Occult”

KILLSTAR
A MAGICAL PLACE

KILLSTAR

BRAND SPOTLIGHT

Killstar is a dark, spiritual and emotionally charged clothing brand, based in Glasgow and now LA. Every garment is designed with raw energy, and a heartfelt commitment to their dark design style.

Established in 2012 in Glasgow, Killstar now has global appeal, and ships worldwide. Each LondonEdge they join us with a whole host of babes dressed head to toe in their wicked designs, and are always a huge presence at the show. We asked them how they start their design process, and all about what's behind their iconic occult designs...

LondonEdge: Tell us how Killstar started out and a little summary of where you are now...

Tila: KILLSTAR begun in Hellfire - and I am not even sure where we are now.. But one thing is for sure, it's a magical place.

LE: Your designs loved for being unashamedly dark, often humorous, and covered in symbols – What are some of your influences and inspirations for your designs?



All images by Haris Nukem



Tila: KILLSTAR is inspired by the fear of being average, a love of Magick and life-long investment in the Occult. Each and every thread is spun from scary stories, online youth culture & art. It's a work of love - everything we do we believe in, and, wear ourselves.

LE: Do you have any creative muses right now?

Tila: We're in constant communication with the dead - does that count?

LE: As well as your ever growing clothing collection, you've branched out with more accessories and jewellery, will this be something we will continue to see develop next season?

Tila: YES. We really still finding our paws in the fashion-world, but our personal obsession for jewellery will not go unnoticed.

LE: What's the next step into the darkness for Killstar? Where next? What are your goals for 2016?

Tila: Expansion; we launched our U.S. HQ's in Los Angeles - and welcoming the new year with a bigger team. We're also involving new creatives & energies; that combined make a dark-light not even we seen before...v exciting!

Head over to the **Killstar** at the show in February –**Stand A10**



“The Purveyors of Pin-Up ...”

We're happy as punch to welcome **Glamour Bunny** back into the fold this season. This purveyor of Pin Up Style dresses are renowned for the high standard of tailoring & flattering fit. They're exhibiting, as **pretty as pink**, on **Stand E14**.



“You want to sweep the colour all over the eye with a fluffy brush...”

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Behind the scenes of this seasons lead photo shoot, make up artist **Jess Whitbread** created two contrasting looks – dark, contemporary gothic and bubble-gum cute. We asked her how she achieved that pop of pink on **Anti Agency's Nia...**

“To achieve this look I started off with the eyes, I used a pink eyeshadow from Nars, but you could use any pink blusher as an alternative. You want to sweep the colour all over the eye with a fluffy brush to just above the eye socket and make sure its well blended - its hard to mess this stage up, it's a really easy look with just one colour. Follow by curling the eyelashes and adding a few coats of your favourite mascara.”

“Next step is to apply a blush, you could even use the same shade you used on the eyelids. Apply to the apples of the cheeks and blend up the cheekbones.

For lipstick I used Saint Germain by MAC, apply with a lip brush for extra precision if you don't have a lip liner and follow with any clear lip gloss for extra shine.”

You can see more of **Jess's** work on her website www.jesswhitbread.com





LONDON EDGEAFTER DARK

Last seasons party was a big bash of weird and wonderful performances – from swing dancing to sword swallowing, aerial acrobatics to fire burlesque, it was a dark and twisted night of debauched fun. Thanks again to our sponsors Banned, and to all the amazing performers that made the night unforgettable! Just wait and see how we make this seasons party even better...

All party images Laurence Howe.
www.laurencehowe.co.uk



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