



LONDON

EDGE

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BRAND SPOTLIGHTS:
20TH CENTURY CLOTHIERS
HEXBOMB for Dark Sweethearts
Jelly Joy from JELLY JOLLY
Authentic Aesthetics by HYRAW
Girly & Feminine from LINDY BOP

STYLE SHOOTS:
VINTAGE NOIR
GLITTER GRRL
URBAN RETRO



TRADE SHOW

3RD-4TH SEPTEMBER 2017 BUSINESS DESIGN CENTRE, ISLINGTON, LONDON N1

EdgeInfluencers MOULDING THE FASHION LANDSCAPE

OPINIONS:

What is Vintage by KATE BEAVIS
90's v Now by FIONA CARTLEDGE
Goth Community by RENEE RUIN



WELCOME TO THE 5TH EDITION

LONDON EDGE MAGAZINE

This season we're running over two days, we've got an amazing crowd of exhibitors, the show party, the catwalk, a seminar programme & our new online digital brand LondonedgeNOW. Yay!

This season, more than ever, we're welcoming a whole host of first time fledgling companies who'll deliver creativity & newness in abundance. By buying from these small, innovative companies alongside your key staples, you'll inject originality and freshness into your store & your customers will thank you!

We continue to support the alternative and lifestyle fashion industry as a priority. As mentioned our new online platform will push the tradeshow concept forward into an ever-more-digital world of possibilities. Make sure you register for an account on www.londonedgenow.com and from there you can either buy or sell.

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 or contact Gemma at buyers@londonedge.com.

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.

Looking forward to seeing you soon.

Design & Creative: Gary Everitt

EdgeInfluencers Pages 14-17





ALTERNATIVE

CLOTHES BRAND

MEET US
@ LONDONEDGE
SEPT 17
STAND VG 59

FIND US ONLINE



TRADE@HYRAW.COM
WWW.HYRAW.COM

SEPTEMBER 2017

WHAT'S ON

This season, the shows packed full with events as ever. Check the details below and plan your visit.

OPENING TIMES:

Sunday 3rd September - 10am - 6.00pm
Monday 4th September - 10am - 5.00pm

SHOW PARTY:

As usual we'll be hosting the amazing show party on Sunday evening. Head over to the organisers office during the day on Sunday and grab an invite.

CATWALK SHOW:

Sunday: 10.30am **Show A** / 12.30pm **Show B**
/ 2.30pm **Show A** / 4.30pm **Show B**

Monday: 10.30am **Show A** / 12.30pm **Show B**
/ 2.15pm **Show A** / 3.45pm **Show B**

SEMINAR PROGRAMME:

Sunday: 11.15am & 1.15pm
Monday: 11.15am & 1.15pm

Our speakers this season include Kate Beavis, vintage lifestyle expert & author, giving you some invaluable insight into 'PRing' today, Matt Lodder lecturer at the University of Essex talking about Body Art and Fiona Cartledge, fashion aficionado discussing Youth Culture in 2017.

LONDON



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OTHER STUFF:

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

Visit www.londonedge.com for hotel information.
Visit www.businessdesigncentre.co.uk for parking
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. 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 September so if you have any queries please contact us at buyers@londonedge.com and Gemma will be happy to help.

BRAND SPOTLIGHT

20TH CENTURY CLOTHIERS

BY KATE BEAVIS

20th Century Clothiers with their 3 vintage reproduction brands (The House of Foxy, 20th Century Chap & Pretty Retro) have been bringing us fashion based on the 1920s to the early 1960s since 2010.

With much made here in the UK, Clare Quartermaine, their founder & designer has shown us that it is possible to create beautifully designed fashion with the detail of original pieces while focusing on quality & being ethical at a time where fast fashion has become the norm. We are so pleased that they will be returning to London Edge this autumn, & in anticipation of seeing their new designs, we have caught up with Clare to find out more about the business, what drives her & what we can expect next season.

LE: Tell us about your three brands & how they differ from each other?

Clare: We create vintage style fashion for our three brands: The House of Foxy, Pretty Retro & for the gents, 20th Century Chap. The House of Foxy was our first brand launching in 2010. Here we design vintage styles closely based on originals from the 1920s-1960s with a focus on quality as well as style. We have some classic styles such as pussy bow blouses & wide leg swing pants but also special pieces such as a full length velvet evening gown based on a 1930s design.



It is a wearable collection, which women can wear for a day out, to a party, or even to work; we want it to be versatile & not fancy dress! Importantly, it is made in the UK which means that I can experiment & develop new styles quickly while maintaining high standards.

Pretty Retro is our newest brand, launched in 2016. The collection is made up of mix & match pieces so you can create a capsule vintage wardrobe - think Capri pants, pencil skirts, wiggle dresses & knits in classic colours such as red, navy & black.

What women love about the range is that they can wear our pieces with actual vintage; our cardigans work so well with vintage circle skirts, our pencil skirts with a vintage blouse.

20th Century Chap is our men's range with tailoring based on the 1930s -1950s made from British fabric locally sourced. All items are closely based on original patterns with vintage details such as longer length sleeves, spear point collars & fish tail trousers. We also have some great accessories to co-ordinate with such as cuff links & button-down braces.



LE: What is important to you & the brand?

Clare: It is important to us to create a timeless style that can be worn for years to come, to buck the trend of fast fashion that is so prevalent today. Back in the first half of the 20th century we looked after our clothing, we valued it especially in times of rationing. Somewhere along the line we have lost this ethos & we want us all to get back to that. So, our fashion is designed to last, both from a styling perspective but also from a quality point of view.

We want to design fashion that is faithful to the original rather than a satirical take on the past, bringing shapes & styles that work for the modern woman today. We also want to support, where we can, UK businesses. From the material that is sourced locally to the buttons; while they are made overseas, we buy them from a local company rather than from source - it is important to us, just like in the past, to support our communities.

LE: You must be very busy! What motivates you?

Clare: I want to create fashion that makes a woman feel fabulous whatever her age, shape or size. This is more important to me than anything else, & when we receive feedback that we have done just that, it means more than the sale itself.

LE: What can we expect for Autumn 2017 & beyond?

Clare: I am so excited about Autumn/Winter 2017 & have wonderful designs to unveil at the show in September. For The House of Foxy, we will be introducing new warm colours such as chocolate, mustard, French navy & berry with touches of coral & gold highlights. Materials that you will see are lace, satins & crepes. We are continuing some of our successful designs such as the Deco Dot but in a new colour way for the colder months.

We have a new 1940s inspired suit, cocktail dresses inspired by the designs of Dorothy O'Hara & some fabulous new evening wear.

Our Pretty Retro tea dresses are always so well received so we have designed new patterns for everyone & a new 1940s style pretty Lindy skirt. And watch this space for a big new launch coming soon which all our Foxy ladies are going to love.... but more of that nearer the time!

You can find 20th Century Clothiers at London Edge on stand VG33.





1. ACQUO OF SWEDEN LTD

Acquo of Sweden was first founded in the 1970s and has a rich history of innovation and sensuous design. Greatly sought after for many years, the 100% natural rubber boots were brought back when the company was relaunched in 2014. With many new styles available, these luxury boots walk the line between high end bondage and every day glamour. BOOTH VG11

2. CADMIUM ROSE

Cadium Rose is entirely designed, cut and sewn with love. Nur believes that you should dress uniquely to your life story, be it beautiful and scarred. Inspired by tribal dance and its ornate and alternative style, the pieces are different, exclusive and inspiring. BOOTH VG15

3. CHARLOTTE CLARK

Charlotte Clark Designer Maker creates homeware for fans of the macabre. From Anatomical Cat Lamps to Temporary Tattoos there is something to everyone's tastes. The ceramics are all hand decorated using beautiful bone china and are kiln fired at Charlotte's workshop. BOOTH VG12

4. FICTIONAL CHARACTER

Fictional Character was founded in 2016, a unique streetwear brand especially crafted with women and girl power in mind. Their ethos 'Find your tribe. Love them hard' is expressed through a love of tenacious metallics mixed in a pastel bubblegum dream. Whilst their pieces evolve in style and personality, the high quality products stay truly excellent. BOOTH M243

5. FRILLY POPS

Frilly Pops is a super cute kawaii inspired brand, made by Stephanie Dulieu. Her heavy Japanese pop culture influence and background in illustration and animation has translated into charming pom pom earrings, enamel pins and accessories of the like. BOOTH M43

6. GATSBY LADY LONDON

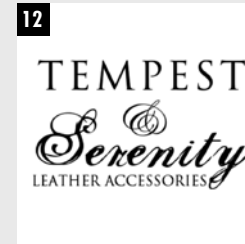
Gatsby Lady London creates high quality, high detail garments inspired by the alluring styles of the roaring 20's. Their designs are individual and effortless and truly exhibit the magnificence of the styles of those Great Gatsby times. A must see for all your enchanted needs. BOOTH M215

7. GEEKY COOL

Geeky Cool Jewellery is a marvellous emporium of handmade and bespoke pieces of jewellery. Their designs are fun and will make you smile, there are some designs that will appeal to your inner child, and there are others that are just weird and wacky. BOOTH VG19

8. INDIEGO DISTRIBUTION

Indiego Distribution offers a variety of licensed products based around the entertainment market. Their products range from apparel to accessories, with a wide selection of designs and offer bespoke services to meet your requirements in packaging, labelling and bundling. BOOTH VG32



9. JELLY JOLLY

Jelly Jolly was created four years ago, born in the desire to bring colour and happiness to the great and weary wintry days of London. Their signature transparent boots give their customers extra opportunity to express their personality and style; along with their new Annabelle backpack, Jelly Jolly are unmissable in all the right ways. BOOTH M128

10. MARY WYATT LONDON

Mary Wyatt is a new brand from London focusing on dark, fashion forward womenswear. Started in November 2016, the brand is quickly gaining momentum along with a very loyal Instagram following. Combining credible tattoo imagery with on trend silhouettes and fabric, this brand has its roots set deep in authentic lifestyle culture. Visit Mary Wyatt London at the show.

11. SHARON MCKINLEY DESIGNS

Sharon McKinley produces unique, edgy jewellery for those with a creative spirit. Focusing on ethically sourced leather and semi-precious stones, this handmade range centres on design, beauty and craftsmanship. Sharon's latest collection is big and bold, with elements of the macabre and a feminine flare. Be sure to check her out on BOOTH VG4

12. TEMPEST & SERENITY

This season we welcome Tempest and Serenity to London Edge. The New York brand hand made and designed by Erika Tempest, captures the essence of the New York City gothic underground scene and infuses it with an unconditional love for leather with

a hint of BDSM. Her mesmerising chain harness' and the rest of her collection will be on show. BOOTH VG26

13. THE KILLING TREE

The Killing Tree uses strong, unique designs in an approach to an alternative to expensive high street fashion. Art is paramount at the company, combining talents from designers and artists to models and musicians, they strive to inspire and create more wearable art. BOOTH VG34

14. THIS SWEET YEAR

This Sweet Year is a brand incorporating owner Sarah's fun graphics and strong, empowering slogans such as 'GIRL BOSS' and 'MORALS WIN.' After graduation in Graphic arts, Sarah worked as an illustrator and has successfully transitioned into an easily accessible designer with her original artwork and designs. BOOTH VG10

15. TRIBALIK

From the world famous Brighton Lanes, Tribalik have been designing tribal inspired jewellery for over a decade. Their recognisable influences from Mexican and Asian tribal patterns holds throughout all their pieces and are a staple throughout fashion trends. BOOTH M23

NEW BLOOD

Glorious collection

Wearable art

Accessories

Find Woody Ellen on Stand VG1

Woody Ellen is a vintage inspired handbag label born out of the glamorous look of the golden times

Woody Ellen

a Belgian artist

model: Greta Gardner

.TRIBAL BODY JEWELLERY.



STAND M23

WWW.TRIBALIK.CO.UK
TRIBALIK@TRIBALIK.CO.UK

BRAND SHOWCASE

HEXBOMB

Lovely gothic bath & shower products for dark sweethearts.

LE: Describe Hexbomb in your own words.

H: Gothic bath and shower products for dark sweethearts.

LE: Where did you get the idea to start Hexbomb.

H: I own a gothic alternative clothing store so have always had an interest in alternative fashion and beauty. I initially wanted to create a product that both myself and like minded people would enjoy. I had a few days off for Xmas 2015 and the idea for Hexbomb was born. After much research, testing and certification for the product, interest grew very quickly.

LE: What inspires each Hexbomb creation.

H: The ideas for the bombs come from my love of the subculture since around the age of 13, my interest in music, reading, art, nature, fashion and everything dark has inspired each product. We also want the ingredients to be beneficial for the skin and not just look good, so we have enriched the products with skin conditioning oils, tinctures and herbs. All ingredients are natural locally sourced and vegan.

LE: What's next for Hexbomb.

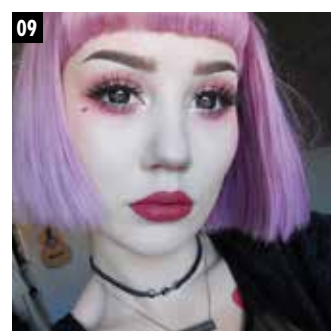
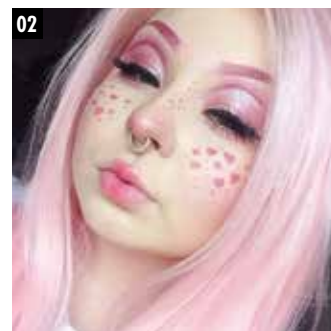
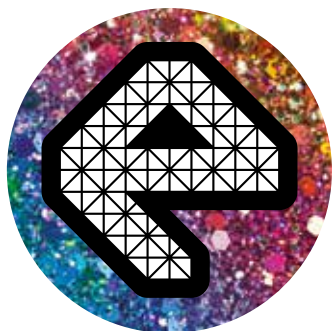
H: We will continue to grow the brand and are releasing 18 new autumn and winter products which we are really excited about.

LE: What can we expect to see from you at Septembers Londonedge?

H: We will showcase all products in September at LondonEdge and we look forward to introducing Hexbomb to buyers in new countries. It's great to meet store owners face to face and tell them a bit about the brand and show the passion behind it.

LE: Thanks. We can't wait!





THE INDUSTRIES

EDGE Influencers

This season LondonEdge brings you it's innovative EdgeInfluencer programme.

We've joined forces with 18 of the industries leading taste-makers to bring you an unparalleled cross section of today's lifestyle fashion landscape. Each of these influencers will be joining us this September, taking part in a bloggers brunch and enjoying 2 days of discovering new brands, making new connections and sharing their LE experiences. With a combined Instagram following of well over 2 million people, take a look at our EdgeInfluencers below & find out more on our EdgeInfluencer Files on www.londonedge.com.

01 EMPTY ALIEN

I'm Hannah, I'm 23 and a freelance blogger and model. My favourite trends this year are customised band tees, oversized tops & I'm loving the extra long sleeve trend that has a creepy slender man vibe to it. Beauty-wise, bleached eyebrows & chrome nails.

02 MIDNIGHTRADIO

My name's Bambi, I love drag, creative makeup & fashion. My purpose in life is to bring cuteness & magic into the world & I like to perpetuate this through my whimsical makeup & drag looks. My style is influenced by Harajuku fashion and my favourite trends this year are bright colours in both make up and fashion.

03 ACIDDOLL

I'm Acid Doll & I'm an international pin-up girl & vintage model. Born in Bosnia, I now live in Belgium & started modelling in 2002. I advocate glamour, elegance & refinement in my daily life. I'm influenced by the 1920's - 1950's era, the golden age of Hollywood, art & I love flowers! I wear what I like & don't really follow trends! Be your own trend!

04 AMY VALENTINE

I'm a London-based blogger and YouTuber focused on fashion with a musical overlap. I'm studying fashion business at London College of Fashion and will seize any opportunity to travel! Other bloggers, Instagrammers & musicians influence me & I was way into the Western trend but am now obsessed with the 90's grunge revival.

05 DANI DIVINE

My name is Dani, I'm born and raised in London and it's still my home! I model and perform full time in the alternative scene & I love my job. I also love fetish & biker wear, black, silver zips, chains, studs, boots, chokers, bondage styles plus anything shiny or leathery!

06 DANIMORTI

I'm Dinamorti, real name is Edina, from Bosnia & living in Belgium. I'm a makeup addict, especially with FX makeup. I get my inspiration from both vintage & gothic styles & don't really follow clothing trends although I love drag queen makeup.

07 DRESSED TOKILLYOU

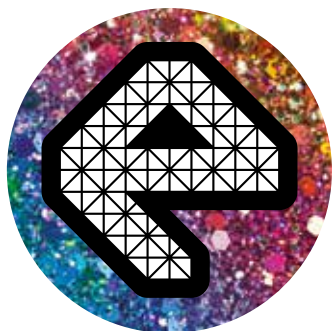
I'm Marie & I left my native Brazil to study a Masters in Costume design, I became a specialist designer in costume, fetish/ rubber clothing & millinery & have travelled the world as a burlesque performer/model. I'm influenced by many movements & eras but don't look at trends. I won't lie, I'm really looking forward to seeing what the suits will be like!

08 ENCHANTRESSITY

I'm a vintage inspired, green haired lingerie fanatic with a love for all things spooky. I may dress fancy, but I'm very outdoorsy & love the English countryside. Iconic vintage, especially 1940's elegance and 1950's glamour, combined with modern alternative. Being a huge fan of SciFi and fantasy, my green hair. My favourites trends this year have to be leather, latex & wet look.

09 FAETEETH

I'm Juni, 21 years old from Sweden & studying science. I've been on Instagram & blogging since 2012. I love fashion, books, games & art I get inspired by other people's looks online, but I'm also very into 90's grunge fashion, gothic subculture & funky looking street style. Distressed jeans & fish-net/mesh trend plus the rose embroidery & printed long sleeves



THE INDUSTRIES

EdgeInfluencers

10 LADY MUNSTER

I'm Lady Munster, actually Medina, from Bosnia but living in Belgium. I'm 22 and passionate about make-up especially SFX. I get my inspiration from the 30's to the 60's &, sometimes, Gothic style and although I don't follow trends I'm happy to see drag queens are being recognized.

11 LEMONADEJAR

I'm an animal & Disney loving, makeup obsessed vegan blogger from the UK. My arty looks & experimental makeup is my USP. Influences include my mood, films, magazines or music videos. If I see something I like I'll incorporate it into my next look. This season corsets are everywhere!

12 IAM LAZYKAT

I'm Katia, from Paris, France & I'll be 30 soon. I blog about fashion, beauty & lifestyle. Influences include absolutely anything, people in the street, the street itself, magazines, the internet, the list goes on!

13 KATSANDCROWS

I'm Rebecca Crow & I'm an alternative model & fire performance artist. I've performed all around the world & spend a lot of time performing at tattoo & inevitably burlesque & fetish performers influence me. My style is purely greyscale as my hair is bright enough! If i'm dressing up I'll be in something studied and strappy.

14 LOUISE LA FANTASMA

I'm Louise, a 26 year old makeup & fashion enthusiast from Sweden. I'm a lover of all things dark & I see myself as a style chameleon. I'm incredibly inspired by old photos of the 80's punk, goth & new wave scene, but I always get it from people at metal gigs, horror movies & the alt kids in 90's movies. Recently I've been loving leather & lingerie enamel pins & smoky hair colours,

NEVER BORING

15 MELCLARKE DJ

I'm an alternative/Dance DJ with residencies all over the country. I also DJ yearly at Slam Dunk, Download & NASS Festival, plus tour the USA & Canada as the DJ for Suicide Girls. In addition, I have a combined online following of a quarter of a million. I'm very influenced by 90's grunge & goth mixed in with cute aspects from Japan.

16 PSYCHARA

My name's Mara & I'm a 25 year old artist from the Netherlands. I work as an alt model, blogger, illustrator, animator, textile artist & I'm planning to learn tattooing. I go by the name Psychara online, where I share my style & art plus I have my own store, 'Psypuff'. I love how the witch look is currently hot and happening!

17 SINDERELLA PINUP

The names SInDereLLa Rockafella, your friendly neighbourhood Pin-Up. Housewife, mommy & model based in Lancashire. I've been modelling for over a decade now but with the growth of instagram & my curves after having my little one I've become a product ambassador for lingerie and clothing companies. I was brought up on 1950s music and this heavily influences me.

18 XTOXICTEARS

My name is Kaya Lili & I'm from Belfast, Northern Ireland. I've been into alternative fashion with a lean towards gothic fashion for as long as I can remember & I have such a love for fashion & how it can make a person feel. My style is influenced by other people a song, a scene in a movie, something in nature or a description in a book.

LONDON



Londonedge are proud & excited to introduce our key influencers.

GLITTER GRRL

Look 1: Earrings: Frilly Pop / Choker: Extreme Largeness / Glitter Eyes: Fromniclove / Top: This Sweet Year / Harness: Funkplus / Jacket: Frilly Pop / Skirt: Fictional Character / Bag: Jelly Jolly / Socks: Jelly Jolly / Shoes: Jelly Jolly
Look 2: Choker: Funkplus / Top: Queen of Darkness / Skirt: Mb Muller / Tights: Pamela Mann / Shoes: New Rock
Look 3: Septum: Bepapia / Earrings: Bepapia / Choker: Extreme Largeness / Dress: Fictional Character / Shirt: Fictional Character / Tights: Pamela Mann / Socks: Pamela Mann / Shoes: New Rock
Look 4: Socks: Jelly Jolly / Shoes: Tuk
Look 5: Top: Queen of Darkness / Trousers: Run and Fly / Slyde Shoes: New Rock / Earrings: Bepapia /
Look 6: Earrings: Bepapia / Choker: Fromniclove / Top: This Sweet Year / Skirt: Mb Muller / Socks: Pamela Mann / Shoes: New Rock

Photography & Styling: Nicola Mary Wyatt
 Glitter Girl Shoot: LemonadeJar





05



04

URBAN RETRO

Look 1: Hat: Banned / Top: Seamstress of Bloomsbury /
Trousers: Collectif / Shoes: Collectif **Look 2:** Top: Banned /
Skirt: Banned / Shoes: Tuk **Look 3:** Sunglasses: Banned /
Earrings: Frilly Pop / Top: Banned / Skirt: Collectif / Shoes: Banned
Look 4: Jumpsuit: Collectif / Shoes: Tuk / Earrings: Models Own

Photography & Styling: **Nicola Mary Wyatt**
Urban Retro Model : **Pip Jolley**



03



02



01



02



02



02



04



02



03



04



04



01

VINTAGE NOIR

Look 1: Dress: Voodoo Vixen / Choker: Funkplus /
Shoes: Banned **Look 2:** Dress: Voodoo Vixen / Harness: Funkplus
Look 3: Dress: Unique Vintage / Choker: Funkplus / Shoes: Tuk
/ Hat: Banned / Belt: Banned **Look 4:** Top: Banned /
Skirt: Banned / Harness: Funk Plus / Shoes: Tuk /
Look 5: Dress: Jawbreaker

Photography & Styling: **Nicola Mary Wyatt**
Vintage Noir Model: **Dressedtokillyou**



01



04



01



02



02



05



BRAND SHOWCASE

JELLY JOLLY

We aim to bring London's unique beauty, style & creativity to the world.

ORIGIN:

The inspiration for Jelly Jolly London came four years ago, borne in the desire to bring colour & happiness to the grey and weary wintry days of London. Jelly Jolly London infuses everyday life with imagination and creativity, a funky cruise ship cutting through the monotonous sea of black and grey. We at Jelly Jolly aim to bring London's unique beauty, style and creativity to the world stage.

MAIN PRODUCTS:

Transparent flat and high heel boots, colourful socks, transparent and translucent bags make up the main products of our brand. Jelly Jolly London gives you the power and flexibility to mix and match Jelly shoes, funky socks and Jelly bags to create your own unique look each day.

ETHOS:

TRANSPARENCY: Jelly Jolly London wants you to live in a world where you are free to be exactly who you want to be. With a transparent pair of shoes or wearing a transparent bag, your own inner beauty and personality are magnified, bringing your unique sense of fashion into focus.

COLOUR: Jelly Jolly London puts color center stage with over 100 different funky, colourful socks for you to choose from, designed for any taste and temperament. At Jelly Jolly London your age is only a number. 8 years old, 80 years old - doesn't matter. We have you covered.

CREATIVITY: Jelly Jolly London puts creative power in your hands. Pick any colour and pattern that tickles your fancy so you can express your true self. Jelly Jolly London gives you the power to fine tune your look, unlocking your hidden potential to be your own best image-maker.



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Tel. +44(208)8740472

BRAND SHOWCASE

HYRAW

LE: Describe HYRAW in your own words?

H: HYRAW is a French clothing brand, driven by deep beliefs, an authentic state of mind & mixes graphic aesthetics & originality. Inspired by the artistic movements of tattoo, metal music & powered by the vibrations of extreme sports.

HYRAW is a dedicated alternative brand rejecting common stereotypes. Excellent quality, all designs are made by hand, combining the energy of saturated guitar, sport or choosing your own tattoo.

HYRAW is like a second skin, filled with authenticity, displaying simple and committed values that make us unique and utterly different from the masses.

Much more than a brand HYRAW is a way of being.

LE: What can buyers expect from your new collection ?

H: Many many new pieces to reflect our customers wishes and expectations. This collection will be close to the spirit of HYRAW - Deep feeling - much more metal, rock music.

LE: Where does your inspiration come from?

H: Jeremie the artistic director is reading a lot and also a big fan of TV programmes. He is a very talented artist - he draws, paints, tattoos ... so his inspiration comes from the melting & combining of all of these arts and different techniques.

LE: Why is authentic lifestyle culture so important to you?

H: To be different from the masses - live how you want to live and be true to yourself.

LE: Who is HYRAW's main customer?

H: Men and women from all kinds of alternative cultures. Mainly metal & tattoo fans.

LE: What kind of stores stock Hyraw?

H: HYRAW is stocked throughout Europe in more than 150 alternative, independent stores.

LE: Which brands does Hyraw ideally sit next to in stores?

H: HYRAW often sits close to SULLEN, IRON FIST, DISTURBIA or LUCKY 13.

LE: Thanks.

Looking forward to seeing you soon.





BRAND SHOWCASE

LINDY BOP

All about delivering girly, feminine & affordable vintage inspired fashion to women who want to look & feel great.

Established in 2011, Lindy Bop has grown at an incredible speed to be an internationally recognised fashion brand, selling across both the Retail and Wholesale platforms and a huge following on social media.

2017 so far has seen the launch of Lindy Bop within Debenhams, both in store and online, which has proved very successful. 20 more stores are planned for AW17 as well as doubling the amount of stock available online.

Another major womenswear retailer will be launching Lindy Bop in August, testament to the popularity of the brand and helping to increase the brand awareness. As well as UK & USA Retail websites, we have also recently launched our German website, with plans for others in the near future.

Lindy Bop is all about delivering girly, feminine and affordable vintage inspired fashion to all women who want to look and feel great. Taking inspiration from the 1950s and with an emphasis on colourful prints and classic silhouettes, we aim to create pieces that are wearable and perfect for every occasion.

Lindy Bop has proved to be a brand that understands its audience and continues to stay ahead of competitors with regular new drops and fantastic price points. Feminine features perfectly combine with styles designed to flatter all shapes and make the customer feel confident. Lindy Bop manages to take the vintage era and reimagine it in a commercial way so that styles are unique yet completely wearable and inspire a customer base of all ages. Catch up with Lindy Bop at the show on stand M198.



Lindy Bop

WHOLESALE AND TRADE ENQUIRIES

STAND M198

EMAIL: TERRI.WRIGHT@LINDYBOP.CO.UK

TELEPHONE: 0161 3990136

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

MY OPINION

NOW V NINETIES

BY FIONA CARTLEDGE

In the 90's I owned the shop Sign of the Times. Last year I had a best selling, limited edition book out on the era. Many of the photographs in the book were taken by artist Jeremy Deller, who later went on to win the Turner Prize plus a selection of world famous photographer Rankin's first shoot ever with super stylist Katy Grand.

My shop was born out of the Rave scene in '88 and before that I worked in vintage shops & markets, including the legendary Kensington Market, assisting costume collectors such as Billy Boy.

When my book was commissioned I looked at the fashion scene for the first time since the 90s and, in doing so, I noticed differences & similarities between then & now.

Differences include staggering internships - unheard of in the 80s & early 90s when everyone was paid, magazines featuring only the big brands that advertise, the increase in fashion students & interest in fashion generally, the globalisation of fashion and the influence of celebrity, stylists, brands & PR's. The dominance of high street multiples is very different as back then it was much cooler to shop at independents. Also, the critical importance of a strong social media presence now, the importance of SEO with internet stores that allows the giants to dominate the net plus extremely high rents in cities such as London. All of these elements are different.

All of this said, there're many similarities such as 'DIY' fashion in many small designers companies: their get up & go attitude results in selling from instagram & other platforms & their rejection of the mainstream, like in the 90's, creates niche brands. On one hand it's never been easier to set up a brand & market it yourself whilst it's never been easier to copy new designs online. Global factories around the world can produce copies in days whereas, back in the 80's & 90's, it would have taken months.



Photo Credit: Jeremy Deller



Isabella Blows 1994



I've recently interviewed a couple of these DIY designers who've created their own brand & are selling on Instagram. Jylie Navarro, a designer living in east London, creates pieces & sells them on social platforms. She feels "it's important to raise awareness of new collections & events but it shouldn't be your life. Creating relationships with your customers & within the industry can be as beneficial".

Young designer Chaotic Candy said "I think real fashion moves faster than seasons these days & people are looking beyond traditional rules set by catwalk fashion." Suddenly your average person with their own style & a blog can be much more influential than many traditional fashion houses. A good example of this is Gully Guy Leo who has gone from being an out of town kid spending all this money on buying & reselling Supreme streetwear to an instagram superstar. It's been fascinating to watch his rise on the net.

Trade fairs, festivals & comicons all play into this mix of getting your work "out there". In the 90s & before it was a small network of independent shops across the UK & Europe with a few style magazines such as ID & The Face promoting the fledgling brands. Now as a reaction maybe to the dominance of magazines who only feature brands that advertise there has been the rise of the Zine featuring new & undiscovered small designers & bands. These are often run by people promoting their friends - how Dazed & Confused started - which has opened up the market to all comers, led to more competition & more opportunities to create a direct unfiltered relationship with your customers.

The growth of these internet platforms has led to more diversity with voices from the LGBT, feminist & black communities being heard. It's led to a far more interesting mix than the narrow editorials of paper magazines. In fact such is the rise of digital culture

that many traditional magazines are shutting their doors or having to branch out with brand collaborations in other areas to survive

I personally mourn the death of inner city independent shops as they fall victim to extreme rent & rate hikes & independent music venues are facing a similar fate.

I think the personal relationships you can build "In real life" are more genuine than the digital ones & there's more scope with events & exhibitions than in a virtual space. I've noticed 'creatives' being priced out of London and meanwhile independent clothing shops and record stores are popping up in seaside towns such as Brighton, Margate & Hastings as retailers & entrepreneurs move, in real life, by the sea.



Hearts & Roses
London

Vist us at Stand: M95



PRODUCT SPOTLIGHT

GLITTER

This season we've seen a surge in the Nineties glitter heyday making a big comeback, dominating high fashion and high street brands.



TREND
From Fictional Character's bold glitter statements to Frilly Pops' subtle patches we are loving the return of the sparkle.

1. Offerd My Eyes - Rainbow Galaxy Snapback Cap / 2. Banned Nyla Backpack / 3. NB Muller - Kawaii Unicorn Slippers / 4. FromNickle - Cosmic Dust Cosmetic Face Glitter
5. Collectif - Lulu Hun Dorothy Black Heel / 6. Manic Panic - Glitter Stars / 7. Gypsy Shrine - Festival Face & Body Glitter / 8. Fictional Character - Shimmer Shirt



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LONDONEDGE EXHIBITOR AWARDS

FROM FEBRUARY 2017

Some snaps of the first of our new LondonEdge Awards announced at last seasons show party. They'll be back in September.

BEST WINNERS:

1. Jewellery - EXTREME LARGENESS
2. Retro Clothing - COLLECTIF
3. Retro Footwear - LOLA RAMONA
4. Alternative Clothing - JAWBREAKER
5. Alternative Footwear - NEW ROCK
6. Accessories Collection - MANIC PANIC
7. Newcomer - HEX BOMB



IT'S MY OPINION

What exactly is VINTAGE

BY KATE BEAVIS

As I am writing this, Kendall and Kylie Jenner are facing a backlash over their collection of “vintage tees” for adding their faces to famous music albums without any consent. As they rush to remove all trace of them online, it raises the question, what exactly is vintage? What was vintage about their t-shirts? Has the term “vintage” become simply an adjective for anything a bit old looking or something that has a pretty, romantic feel? The dictionary defines vintage as a noun linking everything to grapes and wine. But it also describes it as an adjective:

- of or relating to wines or winemaking.
- being of a specified vintage
- representing the high quality of a past time
- old-fashioned or obsolete
- being the best of its kind

We know from history that in times of hardship such as recessions, we tend to look to the past for our fashion inspiration, craving a sense of the “good old times”. In the 1970s, we looked back to the 1930s and even the art nouveau period, the early 1990s saw us wearing 1970s fashion and in 2008, when the global market crashed we saw the start of the largest vintage boom to date which we have enjoyed ever since. There is something almost safe about vintage fashion, it is nostalgic, more ethical and in times of austerity we look to a slower fashion, something that has lasted the test of time when a prosperous future doesn't feel in grasp. I started wearing vintage in the late 1980s, when vintage shops were rare. The only one we had where I lived had embraced a much earlier vintage fashion than I wanted, preferring to stock 1920s dresses (how I wish I had bought them!) or even Edwardian pieces. Back then, as a teenager, that felt old fashioned. Instead I went to charity shops and bought 1960s/70s maxi dresses and shortened them to micro minis and teamed them with Red or Dead shoes, the latter costing 20 times more! I wore it

to stand out, it seemed a great way to express my personality and inject some fun. By the 1990s, more shops started to open but it wasn't really until the late noughties that they were everywhere, alongside vintage fairs and festivals. We had fully embraced vintage; be it fashion, homeware, or furniture. For a vintage fan it was great, and at that point I made it my business. But somewhere, in the last few years, the word vintage has become over used and often not aligned to anything old nor even based on anything old. When shops like Primark have a “vintage” coat collection & Asda has a range of “vintage” crockery, it is easy for the lines to become blurred and for the public to tire. And to be confused. For me vintage is something that has been designed in the past, in the 20th century and is something unique and stylish. As the dictionary says, it represents the high quality of the past. I don't see it as old fashioned as such but to be authentic it needs to be old and not used simply as an adjective. But vintage is evolving. The 1990s is now considered vintage, teens and

millennials are embracing this 20 year old fashion, just like we did in the 1990s when we wore flares and platforms from the 1970s. We will more than likely be wearing noughties fashion within the next few years (think Juice Couture leisure wear, low rise trousers, maybe an Avril Lavigne or Gwen Stefani look here and there).

Vintage reproduction fashion brands have been gathering pace, designing authentic looking pieces which flatter every shape, every size no matter what your age. For the first time, a vintage style has become accessible for all, and what's more, makes women from all walks of life feel great. But what happens next?

As it becomes harder to find and is getting a little frayed from use it is becoming more precious. Are we starting to run out of vintage? And if the boom is starting to wane as some are predicting as we start to look forward, when will it come around again? Do we need to wait for another recession? Will we need to wait for everyone that bought it in the last 9 years to sell it on again when they have tired with it?

One thing is for sure; the people who have made vintage their lives will not be without it, whether it is fashionable or not.

Clare Quartermaine, The House of Foxy.

“Vintage is something that represents the loveliest part of the past.”

Haili Hughes, Featured Editor from Vintage Life Magazine.

“Vintage is a real talking point and conversation starter. There's a whole sub culture of vintage lovers out there who all connect through a love of history and design. I really can't imagine my life without it!” Kate Beavis is a vintage lifestyle expert, published author and curator of artisan wedding fairs at Magpie Wedding, formerly The National Vintage Wedding Fair. She is passionate about inspiring women to follow their own styles, whatever their age, in all aspects of their lives from fashion, to weddings, to interiors.





01



02



03

PRODUCT SPOTLIGHT FLORAL RETRO

FLORALS

Come rain or shine florals never go out of fashion and they always look perfect on vintage styles. Here are some of our favourite highlights from some of our brands.

- 1. House of Foxy / 2. Unique Vintage
- 3. Zoe Vine / 4. Hearts & Roses
- 5. Hearts & Roses / 6. Voodoo Vixen
- 7. Miss Candyfloss / 8. Voodoo Vixen



04



05



06



07



08

MY OPINION

GOTH = COMMODITY

BY RENEE RUIN

The longevity of Goth subculture in the age of a commodity fashion economy is something I've been asked about before. I've even found myself both disenchanted & conflicted about. In an age where you can buy black lipstick in every makeup aisle & wearing bondage getup & collars barely turns a head, one elder Goth sniggers in disgust in a dark corner.

Goth after all, was born out of punk. The miserable, the misunderstood & downright broody youth disaffected by the society & the mainstream culture surrounding them. Not unlike Vivienne Westwood & her "SEX" store in London & the punk scene surrounding it, the resurgence of Goth fashion, bondage & leather is back in a new form of generational rebellion. But this time its rebellion on a mass scale. Now we're waving Marilyn Manson shirts & leather harnesses in your teenagers' faces & they're asking their parents to pay for it. Whether or not we want to admit the sheer irony at the Goth fashion parade happening at the moment, in its own way, it's succeeding in taking everyone in the mainstream for a ride. If it p***s people off then subculture is still alive & well!

The once bitter seething I felt at seeing a 'Siouxsie and the Banshees' shirt hanging on display in H&M like a Goth medal has dissipated. I now find myself almost apathetic to the cause. Subcultures are cyclic, generation after generation they return & they fade. Why should Goth be any different? Maybe it's my age beginning to show but if that latex skirt & ripped fishnets, or Siouxsie shirt finds its way to one young girl who doesn't know where she fits in & then finds her home in Goth culture, discovers the music & the message, then isn't that worth it?

Just like punk appropriation, Goth appropriation by the mainstream fashion industry whilst angering the "true" Goths, means we all get access to an abundance of black clothing & adornments and even



designer clothing like Rick Owens & the like. We all know Goths like to look good. We can all stand in a dark room & fight over who still has their original NIN Downward Spiral shirt and original copy of The Cure's Pornography & who just bought theirs until the sun comes up, but then Goth becomes exactly what we were angry about in the first place – a commodity & fashion economy. So what does it matter who owned it or wore it first? What matters is that subculture still thrives & the rebellion continues. So turn that bitch-face upside down, tell that kid you like their shirt & tell them to check out that first album.

A love letter from a formerly offended bitter old Goth Renee Ruin

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