



MariaFrancescaPepe

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A/W09-10 "LES C"**



MFPepe AW 09-10 'Les C' draws inspiration from the 19th century fashionable French prostitutes. This collection adopts avant-garde proportions with regards to shape and volume, while the decorative aspects of the collection explore a more feminine side through curving and drapes on the basic geometric patterns of the MFPepe classic pieces.

Classic pieces include the 70ies tubular shape which is constructed from brass. The shape of the tubular allows itself to be sewn onto fabrics owing to the gaps between all the elements. Although this was initially conceptualised to decorate the edges of womenswear collections, the MFPepe tubulars have developed through a variety of colours, dimensions and functions.

For the new collection, geometric elements transcend into curvaceous feathers and the jewellery curls into shapes that resemble malicious hair styles. Precious details enrich the sharp definition of the shiny and sleek metals.

Key items in the MFPepe collection consist of the classic tubular pieces in brand new colours, evening jewellery such as extravagant head pieces, collars and MFPepe "wearable jewellery" and items such as the evening pochette enriched by metallic decoration.

Maria Francesca Pepe has been inspired by the lavish aesthetic of 19th century French prostitutes known as 'Les Cocottes.' In addition to this she has drawn on design ideas ranging from art-deco to the 1960's whilst referencing techniques such as Plumage.

Colours for the collection range from the jewellery palette of pink gold, light bronzed gold and silver that subsequently fade into a darker grey. Leathers used for the collection of bags comprise of calf, suede, glittered and eel's printed across black, white and blue.

Raw materials are equally interesting, with sterling silver, multicoloured planted brass and black and white galalite.

The collection is created with the archetypal MariaFrancescaPepe customer in mind. Directional and experimental in their appearance, the MFPepe pieces appeal to the avant-garde admirer. Any person who is prepared to see the irony in fashion whilst retaining an attention to detail will revel in the collection. Industry icons such as Roisin Murphy, Lulu Kennedy, Agyness Deyn and Alice Dellal are all fine examples of loyal MFPepe supporters choosing to wear this for high profile and personal occasions.

MFPepe will exhibit the full range of Womenswear, jewelerywear and bags in London at the BFC Exhibition, Cromwell Road from the 20th - 24th February and the Haynes Agency Showroom EC1 from the 25th Feb - 27th March 2009.

The MFPepe catwalk show will take place on the 24th February, sponsored by Fashion East.

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