

S Y K E S

Company Profile

In 2007, after six years in industry designing for Giorgio Armani and Alberta Ferretti, Joanna Sykes launched her eponymous label. Now in its 4th season, SYKES is a collection of iconic luxury basics in their most perfect form, with meticulous attention to cut, detail and finish.

Joanna graduated with 1st class honours, from Central St Martins in 2001, but took a studied approach, learning the ropes before creating SYKES. The styles are clean, understated tailored pieces and silk separates with the brand representing an enduring quality and simplicity; an attitude to style and dressing that transcends a seasonal look.

The silhouette is relaxed and sexy, with special detailing like signature net inserts and internal silk piping. Coming mainly from France and Italy, the fabrics are natural silks, cashmere, wool and viscose. Each garment features a tiny metal dot in gold or silver placed like a beauty spot, and a seal of quality.