

PRINGLE OF SCOTLAND

CLARE WAIGHT KELLER BIOGRAPHY

BRITISH BORN CLARE WAIGHT KELLER WAS AWARDED THE PRESTIGIOUS APPOINTMENT OF CREATIVE DIRECTOR OF PRINGLE OF SCOTLAND IN 2005 WITH A BRIEF TO REINVENT THE BRAND FOR THE 21ST CENTURY. WITH HER IMPRESSIVE BACKGROUND AND KNOWLEDGE OF BOTH TAILORING AND KNITWEAR GARNERED FROM WORKING AS SENIOR DESIGNER AT RALPH LAUREN AND GUCCI, SHE WAS THE IDEAL RECRUIT TO REINVENT THE HISTORIC COMPANY AS A CONTEMPORARY, LUXURY BRAND.

WAIGHT KELLER IMMERSSED HERSELF IN THE RICH HISTORY OF THE COMPANY ESTABLISHED IN 1815 FINDING A GREAT WEALTH OF IDEAS IN THE ARTISAN PRACTICES OF THE PAST. SHE SKILLFULLY TRANSLATED THAT HERITAGE INTO A DESIGN VOCABULARY FOR TODAY AND PRESENTED HER FIRST READY TO WEAR COLLECTIONS FOR MEN AND WOMEN IN FEBRUARY 2006.

FROM A KNITWEAR LABEL, WAIGHT KELLER HAS TRANSFORMED PRINGLE OF SCOTLAND INTO A LUXURY READY TO WEAR BRAND. THE COLLECTION SPEAKS OF AN ELEGANT, EFFORTLESS STYLE.

WAIGHT KELLER IS PASSIONATE ABOUT KNITWEAR, AND HAS BEEN KNITTING SINCE THE YOUNG AGE OF FIVE, TAUGHT THEN BY HER MOTHER. HER INTEREST TURNED INTO STUDY AND THEN INTO A VOCATION; SHE GRADUATED FROM RAVENSBORNE COLLEGE OF ART WITH A BA IN FASHION AND WENT ON TO COMPLETE AN MA IN FASHION KNITWEAR FROM THE ROYAL COLLEGE OF ART. SHE MOVED TO NEW YORK ON GRADUATION TO WORK ON WOMENSWEAR AT CALVIN KLEIN JUST AS THE MINIMALIST SPIRIT WAS TAKING OVER FASHION, AND WAS THEN HIRED BY RALPH LAUREN WHERE SHE WAS APPOINTED SENIOR DESIGNER FOR PURPLE LABEL MENSWEAR, WHICH PROVIDED A VAST KNOWLEDGE OF TAILORING. IN 2000, WAIGHT KELLER WAS HIRED AS SENIOR DESIGNER BY TOM FORD AT GUCCI TO WORK ALONGSIDE FRANCISCO COSTA AND CHRISTOPHER BAILEY.

FOR PRINGLE OF SCOTLAND, WAIGHT KELLER HAS FUSED HER LOVE OF KNITWEAR AND TAILORING WITH AN ELEGANT SENSE OF PROPORTION AND EXQUISITE SENSE OF DETAIL.