



Basso & Brooke Biography

Basso & Brooke were the first ever winners of London's prestigious Fashion Fringe Award in 2004. They won the competition with a collection that was sexuality exuberant, using digital prints that appeared classic and Liberty-esque but on closer inspection were an orgiastic carnival of sexual liberation and allegories of power.

With a selection panel that included among its members Rosemarie Bravo, Alexandra Shulman (Editor in Chief, Vogue UK) and Hamish Bowles of US Vogue, this award was instituted and directed by Colin McDowell for in order to discover and launch particularly promising up-and-coming designers.

Soon after winning the prize, Basso & Brooke entered a production and distribution agreement with the Aeffe Group, who also represent the Alberta Ferretti, Moschino, Narciso Rodriguez, Jean Paul Gaultier and Pollini brands.

Two people from very different cultures and design disciplines – Chris, fashion; and Bruno, Graphic design, create the label. They are the pioneers of the digital print process in fashion.

Christopher Brooke

Born in Newark, Nottinghamshire UK in 1974, Chris studied fashion at Kingston University graduating in 1995 with 1st class Honours degree before completing an MA in womenswear at Central Saint Martins in 1997. The year after, he went on to assist Joe Casely-Hayford before meeting Bruno Basso in 2002 and setting up the label. Chris has also had worked on personal commissions for Victoria Beckham, Kylie, Pink, Robbie Williams.

Bruno Basso

Born in 1978 in Santos, SP, BRAZIL, Bruno has been working since 1998 in creative environments as graphic designer, art director, curator, producer. He studied Journalism at the Catholic University of Santos between 1996-1999 and then Advertising in the University of St. Cecilia, Santos 2000-2001.

BASSO & BROOKE – LABEL HISTORY

Jul 2003 – began working together as Basso & Brooke.
Sep 2003 – first version of website online featuring around 150 prints, offering t-shirts, scarves, tea towels, oven gloves to order.
Sep 2004 – won first Fashion Fringe competition in London of £100,000 in business support.
Nov 2004 – signed contract with luxury goods manufacturer Aeffe, initially for two seasons to manufacture and distribute womenswear collection. Aeffe produce collections for Alberta Ferretti, Moschino, Jean Paul Gaultier, Narciso Rodriguez & Pollini
Feb 2005 – first full collection on London Fashion Week schedule.
2005 – Invited to show collections in Moscow, Singapore, Sao Paulo, Shanghai & South Korea.
Sep 2005 – Harrods commissioned chair is included in the Best of British Launch.
Sep 2005 – Development of sunglasses range with Linda Farrow Vintage.
Nov 2005 –nominated for best new designer at British Fashion Awards.
Nov 2005 –re-signed contract with Aeffe for a further two years.
Feb 2006 – Awarded Best Young Designer at Elle Style Awards
Apr 2006 –designed the first printed Chandelier in partnership with Swarovski for Crystal Palace exhibition, Milan.
Apr 2006 –Metropolitan Museum of New York request finale outfit of Autumn/Winter 05 collection for their permanent costume collection.
Jul 2006 – Designed 5 outfits inspired by and to represent their properties worldwide, “The Dorchester Collection”.
Aug 2006 – Basso & Brooke unveil a dress made out of wrapping paper from at Harrods’ Wrapology event. It also marked the launch of Basso & Brooke’s wallpaper, exclusively available in Harrods.
Oct 2006 – Designed outfits for Harrods annual pet show.
Jun 2007 – Basso & Brooke exhibits in the Arnhem Fashion Biennale.
Jul 2007 – Customised HD box for Sky.
Sep 2007 – Working with Graham & Brown on a soon-to-launch wallpaper range.
July 2008- Presented Retrospective catwalk show at Berlin Fashion Week
Sep 2008- The Light Bar in the St. Martins Lane Hotel created a signature cocktail in collaboration with the designers to coincide with their SS 2009 collection
Oct 2008- Graham & Brown wallpaper collaboration launched
Oct 2008- 2008 British Design Awards/ELLE Decoration nominee for the ‘2008 Fashion Contribution to Interiors’ award
Dec 2009- Collaborated with Coca-Cola on Christmas tree and decorations to as part of their ‘See Plastic Differently Campaign’
Dec 2009 – Nominated for ‘Designs of the Year’ award by London’s design museum for SS09 collection.
Dec 2009 – Signed Womenswear licence contract with Vaprio Stile S.r.l
Jan 2009- Launch of Converse 1Hund(RED) Artist: Basso and Brooke shoe.
May 2009 – Launch of limited edition Basso & Brooke/L’Oreal Paris lipstick to celebrate 100 year anniversary.
May 2009 – Michelle Obama chooses a Basso & Brooke piece for an evening of music & poetry at the White House
Jun 2009 – Collaboration with Havaianas for Selfridges’ 100 year anniversary
Jun 2009 – Launch of Resort collection

Oct 2009 – Travelled to Uzbekistan, by invitation of British Council to partner with a traditional silk factory on project.

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