



Erdem, the eponymous London ready-to-wear line established in 2005 by Erdem Moralioglu, has won plaudits for its gracefully modern clothing. Fusing sharp, forward tailoring and graphic custom designed silk prints in a uniquely romantic approach has been the signature of the brand's aesthetic. Erdem reiterates how women can dress beautifully, by striving to create personal and special products.

Erdem Moralioglu was raised in Montreal, Canada by his Turkish father and English mother, and studied fashion in both Canada and England. Having received his master's degree from the Royal College of Art in 2003, Erdem worked for Diane von Furstenberg in New York. After moving back to London, Erdem worked towards covering the void of femininity among the London fashion talent and launched his own label. Erdem has been able to experiment with the best in quality fabrics, while staying true to his whimsical form and use of bold colour. The brand also brings about a playful use of embellishment in its creations, using embroidery in a youthful manner.

Erdem won in 2007 the Swarovski British Fashion Council Fashion Enterprise Award, as well as the BFC's Fashion Forward award in 2008. In 2009, Elle Magazine awarded Erdem the "Fashion Future Award" at the Elle Style awards in London. His AW09 show was listed on Style.com's rundown of top 10 shows of the season. Erdem was also nominated for the prestigious Swiss Textile Award and The British Fashion Council's 2009, "Collection of the Year Award".

Erdem is now sold globally in more than 50 premiere department and specialty stores, such as Barney's New York, Saks Fifth Avenue, Neiman Marcus, Harvey Nichols, Dover St. Market, Colette, Browns, Ikram, Beams, Theresa, Banner, Luisa via Roma and net-a-porter.com. Erdem has registered well amongst the fashion savvy crowd, having noted Kiera Knightly, Sienna Miller, Thandie Newton, Chloe Sevigny, Michelle Obama, Erin O'Conner and Claudia Schiffer as fans of the brand. The brand showcases its collections during London Fashion Week and has solidly become one of the most popular shows to see during this event.