

HENRIETTA LUDGATE

LONDON FASHION WEEK E.F.F. 'FASHION INNOVATION' AWARD LEADS TO LONDON SHOWROOM

The opening of a new London showroom is the latest chapter for Henrietta Ludgate, this season's 'Fashion Innovation' award winner. The new Scottish luxury womenswear label, which has been quietly building a reputation amongst high end retailers, will open the doors to its new showroom, located in Covent Garden, next week.

This is the latest development in a very successful six months for the award winning brand. Following on from her first collection shown at Glasgow Fashion week, A/W 09, the designer went on to exhibit her Spring / Summer 2010 collection at London Fashion Week and win this seasons E.F.F. Fashion Innovation Award. The award judged by leading industry experts Roland Mouret (Designer), Dolly Jones (Vogue.com), Dylis Williams (London College of Fashion), Yasmin Sewell (Liberty), Anna Orsini (The British Fashion Council).

Sustainable and sculptural, the Scottish designer, who creates from her studio in the wild and remote Highlands of Scotland, says she 'draws inspiration from Elsa Schiaparelli, her vision of fashion as a type of architecture, and beliefs that clothing should be closely connected to the frame of the body'. Just as Schiaparelli was a great believer in artistic collaboration, so Henrietta Ludgate has drawn on the skills of other artistic individuals in the production of a short film. Screened during London Fashion week, the film showed pieces from the Spring collection amongst the work of leading British sculptor Toin Adams, and featured music written and performed by Alabama 3 (who also penned the infamous theme tune to the Sopranos).

The DJ duo "The Broken Hearts" described by Time out as "Turntable Goddesses" have been supporters of the brand from the beginning. They have already dropped by the new showroom, and had a chance to browse the sculptural spring collection in the elegant and private surroundings of the turn of the century town house.

The showroom opens its doors for the Spring Summer 2010 press day
on 3rd, 4th, 5th and 6th November.

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