



HENRIETTA LUDGATE

HENRIETTA LUDGATE WAS LAST NIGHT ANNOUNCED BY DOLLY JONES EDITOR OF VOGUE.COM, AS A WINNER OF THE PRODIGIOUS EFF INNOVATION AWARD, RECOGNISING ETHICAL FASHION DESIGNERS PRODUCING INNOVATIVE FASHION. HENRIETTA IS AN EXCITING EMERGING TALENT, WHO SOURCES ALL HER FABRIC AND MANUFACTURERS WITHIN THE BRITISH ISLES.

HER DRESSES ARE A COMBINATION OF SHARP LINES AND DRAPES, WHICH FOLLOW THE CONTOURS OF THE BODY, YET MAINTAIN A LIGHTNESS WITH THE USE OF MUTED COLOURS. FABRICS INCLUDE FINEST BRITISH SHIRTING'S, LINENS AND HAND FINISHED SCOTTISH LEATHERS. BEAUTIFULLY TAILORED AND FEMININE, HER SECOND COLLECTION IS A MASTERPIECE OF MINIMALIST SCULPTURAL FORM.

TO CREATE THIS CAPSULE COLLECTION HENRIETTA DREW STIMULATION FROM THE WORK OF ELSA SCHIAPARELLI. SCHIAPARELLI'S VIEW OF CLOTHING AS A TYPE OF ARCHITECTURE AND HER BELIEFS THAT CLOTHING SHOULD BE CLOSELY CONNECTED TO THE FRAME OF THE BODY, JUST AS A BUILDING'S FORM IS DRAWN FROM ITS STRUCTURAL SKELETON. THIS INSPIRED NOT ONLY THE COLLECTION BUT THE COLLABORATION WITH THE MODERN DAY SCULPTOR TOIN ADAMS, WHOSE WORK PLAYS WITH THE PROPORTIONS AND DIMENSIONS OF THE HUMAN BODY.

AS A WINNER OF THE INNOVATION AWARD, HENRIETTA LUDGATE WILL BE DISPLAYING HER COLLECTION AT STAND 30, (ETHICAL FASHION FORUM) IN THE ESTHETICA SECTION AT LONDON FASHION WEEK, 180 STRAND, LONDON WC2R 3DA.

THE HENRIETTA LUDGATE SPRING SUMMER 2010 SCREENING IS ON THE 22ND SEPTEMBER 2009, THE FILM IS SHOWING CONTINUOUSLY BETWEEN 3.30 PM - 5.30 PM, AT THE CINEMA ROOM, NO.1 ALDWYCH, WC2 (OPPOSITE LONDON FASHION WEEK SOMERSET HOUSE), CHAMPAGNE RECEPTION.

FOR MORE INFORMATION, OR TO MAKE INDIVIDUAL APPOINTMENTS,

PLEASE CONTACT US.

MATTHEW BOLTON PRESS@HENRIETTALUDGATE.COM

STUDIO : +44 141 416 4666

MOBILE: +44 77 807 11 007