

### **Simone Rocha**

Simone Rocha was born in Dublin, Ireland in 1986. In 2008 Simone graduated with a BA in Fashion from the National College of Art and Design, Dublin. In 2010 Simone graduated from the Fashion MA at Central Saint Martin's College of Art and Design, London. Her graduation collection was presented as part of the Central Saint Martin's MA collections during London Fashion Week February 2010. Simone is now living and working in London.

[www.simonerocha.com](http://www.simonerocha.com)

### **Heikki Salonen**

Heikki Salonen was born in 1979 Vantaa, Finland. Salonen graduated from Royal College of Art 2008. Having won competitions including the ITS#SEVEN Design Award, IFF Perfume Concept award and Bower-Roebuck Tailoring competition he has received international attention from i-D, Nylon, Italian Vogue, Elle among others. In 2009 his graduation collection was part of the Victoria & Albert museum Future Fashion Now exhibition. Before starting his eponymous London ready-to-wear line in 2008 with his artist partner Johanna, Salonen worked for Erdem and is currently a consultant for Diesel. The artist and designer duo combine their shared passion for arts and fashion in striving to create collections with rich layers of references and innovative experimental techniques. Heikki Salonen is stocked at Convenience Store in London, Maria Luisa in Paris and Debut in NY.

[www.heikkisalonen.com](http://www.heikkisalonen.com)

### **Felicity Brown**

Felicity Brown has designed for Alberta Ferretti, Loewe, Mulberry and most recently Lanvin since graduating from the Royal College of Art. She gained a 1st class honours from the Glasgow School of Art, where she won the Royal Society of Arts Award and the Charles Rennie Mackintosh Award. On leaving the Royal College of Art, Felicity's final show was selected to be exhibited at Sotheby's of London.

For her debut (AW10) Felicity created a small couture collection, inspired by Henri de Toulouse-Lautrec's paintings, where flamboyant and provocative women wear extravagant silk ruffles, showing off shamelessly. The dresses, made using precious silks, are highly structured with hand dip dyed pleats and prints.

"Raw yet refined the collection shows the amazing attention for detail and fantastic creative talent that have marked Felicity's career to date" Vogue Italia, March 2010.

This September will see Felicity's debut catwalk show with Fashion East and NEW GEN exhibition sponsorship from The British Fashion Council.

Felicity's debut collection will be available at Liberty, Barneys and 10 Corso Como (Milan).

[www.felicitybrown.com](http://www.felicitybrown.com)