

The logo for Emesha, featuring the brand name in a white, lowercase, sans-serif font centered within a solid red rectangular background.

emesha

Emesha launches new collection at Estethica

Emesha is being heralded as the exciting, new sustainable brand to watch – and the collection will be shown for the first time in the UK at Estethica at London Fashion Week.

Emesha is the sporty-luxe label for the woman who does not want to compromise on style and quality. Experimental pattern cutting, draping and crisp tailoring techniques are combined to create clean silhouettes and feminine looks.

The covetable AW10 collection combines strong masculine and ultra feminine elements, representing the ever changing emotions of a woman - with inspiration coming from the emotional extremes of love and hate, happiness and sadness, soft and rough. These feelings are reflected in the mix of shapes, colours and fabrics, combining draping with cutting edge tailoring to all blend into a visually balanced collection.

The collection includes masculine pieces such as cargo pants and romantic feminine draping, with little black dresses to compliment the daywear pieces, all worn rough for an urban chic look. The colour palette includes khakis, blacks, greys, beiges and a touch of bright pink in a range of fabrics from soft silks to hard woollens.

Expert production skills result in a collection with superior attention to detail and the highest standard of quality, a veritable abundance of playful but wearable pieces.

www.emesha.com

Notes to Editors

Emesha Nagy founded her label **Emesha** in 2008 having graduated from the London College of Fashion in 2006 and was selected to show her graduate collection at the Swatch Alternative Fashion Week in London. Her previous experience includes working with Vivienne Westwood and Jasper Conran.

The Emesha label was launched in the United States at Nolcha Fashion Week, New York to exceptional reviews and Emesha Nagy noted as a "One To Watch" by Nolcha.

Emesha is fully committed to environmental and social responsibilities. The fabrics used are 100% natural, therefore fully bio-degradable. The brand's mission is to always source new eco-friendly fabrics, use sustainable materials and recycle as much as possible. They aim to use recycled paper for letterheads and labels, and promote e-brochures to save paper waste.

Emesha practices fair wage policy and production is organized to help the depriving fashion industry in Hungary to survive the difficult economic and social changes.

Estethica, London Fashion Week, Somerset House 19th – 23rd February.

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