



MariaFrancescaPepe

The concept of Maria Francesca Pepe is based on the possibility to evolve from the accessory to the clothing, from the pure design to the functionality and vice versa. MFP creations merge the link between the ornament and wearability.

Handcrafted Italian tradition is fused with Maria's avant-garde approach to fashion to create a contemporary London aesthetic. MFP is continually discovering and creating.

"La bellezza sta li' dove qualcuno l'ha dimenticata"

"Beauty is where someone forgot it" (Miguel De Unamuno)

MFP-MariaFrancescaPepe Jewellery-Wear

www.mfpepe.com

Press

Trace Publicity

rob@tracepublicity.com

lian@tracepublicity.com

First Floor, 4 Great Newport St London WC2H 7JB

T: +44(O)207 837 0363

Sales

Carmen Perez-Pineda

carmen@mfpepe.com

MFP Studio 2A Kempson Road, Fulham London SW6 4PU

T/F: +44(O)207 751 0007

CONFIDENTIALITY NOTICE AND LEGAL LIABILITY WAIVER: The content of this email and any attachments are CONFIDENTIAL and may contain privileged information. If you are not the addressee it may be UNLAWFUL for you to read, copy, distribute, disclose or otherwise use the information contained herein. All information contained within this email remain the copyright of Maria Francesca Pepe LTD

BIOGRAPHY

Born in Foggia, Italy, on March 5th 1979, Maria Francesca Pepe was destined to a life of design. Having studied Literature and Philosophy at the "Universita' degli Studi di Milano" between 1998 to 2000, she spent the following four years completing her BA in Fashion Design at the "Marangoni Institute", Milano, which encompassed womenswear Fashion Design, Illustration, Pattern Cutting and Fashion Business.

Honing her fashion skills further Maria undertook several courses in London from Fine Drawing at the Royal College of Art to Styling, Experimental Fashion Design, Digital Fashion Design and Professional Sewing at Central Saint Martins. In 2003 she won the Tannan Fashion Award, Japan. Her links to Italy and in particular Milan have been crucial to her creative aesthetic and identity.

After graduating with the maximum grades and showing her first Collection at the "Marangoni Fashion Show" during Milan Fashion Week in 2003, she worked as a print designer for "Kookai" and eventually for "Luciano Soprani" as the creative director's personal assistant and head designer of Womenswear and Accessories. After two seasons at Soprani and having developed a Limited Edition line of deconstructed unisex range of sweatshirts called "Chicca", her nickname, she relocates in London to complete the Masters in Fashion Womenswear at Central Saint Martins, under the guidance of Professor Louise Wilson. Maria Francesca's Fall/Winter 2007/08 Womenswear Collection is shown at the Central Saint Martins MA show at London Fashion Week, as the finale of the prestigious catwalk. It's February 2007.

The Womenswear Collection, which includes jewellery and footwear, immediately receives a positive response from leading UK and International press and buyers including Vogue Italia, Elle US, Self Service, I-D, Dazed&Confused, Evening Standard Fashion, Harpers Bazaar and many more.

"I have been blessed by the press." Maria says, "This sudden amazing exposure has given me the guts to keep working hard and building up my own brand. I love working with editors and photographers: it's the part I enjoy the most, giving life to what has been inside my head for too long and finally sharing my vision, and looking at how others receive it and influence it..."

Maria Francesca progression then sees her collaborate on designs alongside Jens Laugesen for his S/S 2008 while concurrently undertaking valuable work experience at Vivienne Westwood. Whilst working on these projects, Maria conceives and initiates her own brand and company "MFP- MariaFrancescaPepe", focusing on fashion jewellery design.

"It's not like I began making jewelry and then decided I could do clothes. I just felt like jewelry was a good way to establish my brand and proved a natural creative progression."

Maria Francesca Pepe

In the following seasons, the range evolved and expanded to incorporate womenswear, jewellery bags and footwear, cementing MFP as a leading lifestyle fashion brand.

Maria continues to collaborate with leading creatives from across the globe, which have included;

Roksanda Ilincic's Jewellery for S/S09-F/W09-SS10,

Emilio De La Morena's Jewellery for F/W09,

Ter et Bantine's Jewellery for S/S09,

Ana Sekularac's Jewellery for S/S09 and

Louise Gray's Footwear for F/W08 sponsored by Fashion East,

Amanda Wakeley's SS10 Jewellery,

Victoria's Secret Jewellery for SS10.

Along with consultations with Morellato, one of the leading Italian custom jewellery brands

MariaFrancescaPepe's "Jewellery-Wear" is a New Concept for both Fashion Jewellery and Clothing that become interchangeable pieces and essential designs for a new luxury ideal. The boundaries between clothing and accessories become blurred whilst retaining a contemporary functionality. Made in Italy, every piece is handcrafted to the highest standard by selected artisans and factories Maria Francesca works in strict contact with.

MFP Creative Studio, Press, Sales and Distribution are all based in London.

Maria's premier collection for Spring/Summer 2008, "Paradoxa", photographed by legendary Matt Irwin, is presented in Paris at Rendez-Vous Femme attracting wide attention and selling to premium global boutiques including Rei Kawakubo's Dover Street Market (London)

Subsequent collections include FWO8 "Mucha" -a range of silver, leather and fur jewellery pieces- and SSO9 "Art-BrutO9" introducing MariaFrancescaPepe Bags and a full range of Womenswear pieces all conceived around the 'Jewellery-Wear' concept with prints conceived from the structure and the shadows of MFP's signature Tubulars.

The Tubular is undoubtedly MFP's most recognizable design statement, having been featured in prestigious magazines from around the globe and appearing on celebrities such as Agyness Deyn, Sienna Miller, Skunk Anansie, Beth Ditto, Rihanna and Roisin Murphy.

An iconic collaboration to showcase her next collection ensues with Alice Dellal, Japanese photographer Mari Sarai, the experimental Daniel Sannwald and the glamorous Simon Harris all combing to create a visual piece to showcase the next collection.

Fall Winter 09-10 "Les C" sees MFPepe's debut on London Fashion Week's catwalk schedule sponsored by Fashion East. The response is overwhelmingly supportive with the following day's Evening Standard newspaper featuring MFP's show finale on a double spread page. The collection, inspired by the malicious nineteenth century "cocottes" aesthetic, features feathers inspired head pieces and bold, pointy metal artworks; tailoring and androgynous jackets turned into origami sleek drapes, sharp cut dresses enriched by sophisticated textures and striking colours, cream calf and menswear woolen suits matched with a eel's squared bags hung with golden tubulars, pointed asymmetric velvet shoes and a folded leather plastron suspended by chains as a necklace. From AWO9 TO AW10, MFP showcases as part of the British Fashion Council's Showroom "London Showrooms" in Paris.

The Spring Summer 2010 collection "Bathing Beauties" is presented On Schedule during the London Fashion Week, screening a conceptual Film directed by New Yorker KT Auleta and styled by Francesca Burns. It features the three bathing beauties -Portia Freeman, Georgia Frost and Lilah Parson- in ethereal imagery that unveil the glamorous range of silk jacquard, French lace and calf pieces and bold hand-plisse plated brass jewellery resembling creatures from a submarine world, and inspired by the lightness of the Thirties aesthetic and Esther Williams's imagery. The Film and the collection are also exhibited in Milan at White, as part of 'White Club', followed by a cocktail reception in collaboration with Pig Magazine and Marcelo Burlon Enterprise.

MFP is recognized by the industry and her peers and is nominated as Best New Talent in Accessories at the British Fashion Awards 2009.

NEW GEN, Topshop and the Center Fashion Enterprise sponsor the Autumn Winter 2010-11. 'In the woods' is a ready to wear and jewellery collection that explores the gothic and darker side of MFP's creativity. The cross is introduced and reworked to introduce a pop-trash element, surrounded by golden vampire fangs pendants and belts, wolf teeth and red crystals that look like dropping blood. Stretchy leather, black and purple jacquard, wolf scratches adorn printed nude georgette and a multitude of chains pieces inspired by 90's Alaya and the London punk scene define the aesthetic. The look book is shot by Photographed by Jonas Bresnan, the look book features Ali Lagarde, and provides the beginning a long term collaboration with Senior Fashion Editor Vanessa Coyle of UK Harpers' Bazaar's as stylist to the brand. The Presentation at the Somerset House is an instant success with sales from the range doubling and the addition of new key accounts such as Seven in NY and Asos.com The collection is featured in Vogue Italia, Marie Claire US, Dazed & Confused amongst others whilst iconic stylist Nicola Formichetti dresses Lady Gaga with MFP iconic 'chains trousers'.

MFP participates at TREASURE, as part of the London Jewellery Week 2010 and is currently working on a collaboration with TopShop. MFPepe.com's e-commerce site will be launched in September 2010 during the London Fashion Week MFP. Spring Summer 2011 will be presented in September at the London Fashion Week and in Paris at Premiere Classe.

Check www.mfpepe.com for news, updates and info