



London February 2010

For her Autumn/Winter collection, Designer Minna Hepburn was mentored by Liberty's Creative Directory Yasmin Sewell. "For this collection I was inspired by the visual style of the classic 1950's film noir period and was really drawn to dark colors, which is the opposite to what I have done before.

With her new collection, she has parted with her usual parade of vintage prints and soft ivory colored lace and updated her look to reveal a sophisticated and urban collection. The collection is wearable and still has Minna's signature look of quirky details and plenty of lace. The result is a carefully selected collection of dresses.

"I am inspired by dresses that you can just throw on in the morning that will carry you throughout the day. Many of the pieces are embellished with detachable necklaces."

This collection is the ultimate presentation of day-to-night pieces such as the long organic Georgette dress that easily doubles up as an evening dress. The color palette features heavily black tones and hand-dyed shades of grey. The other collection highlights are Hemp/silk dresses with detachable necklace details; organic wool dresses incorporating feminine and unexpected lace detailing and lighter than air silk and lace mini dresses. The collection also has leather off-cuts that are shown in small detailing such as a belt and sleeves with bird leather and silk necklaces embellished with antique watch parts.

Simplicity has never been designer Minna Hepburn's design philosophy. Using luxurious fabrics such as Scottish lace, sensual silks, vintage textiles, organic and sustainable fabrics, her pieces are hand embellished with exquisite detailing. Since launching her label in 2008, her customers now vary from luxury retailers to ethical savvy boutiques. Ethical considerations play an important role in all of Minna's designs and as a result, Minna has a zero waste policy. Minna has also launched a children's collection that is made from off-cuts where all remaining material is then used to embellish the women's collection. All the production is based in London.

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