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London based Minna Hepburn has become the designer to watch in just little over a year of launching her label. Her collection of beautifully hand crafted dresses, tops and accessories are already available in **Harrod's** and **Anthropoly** amongst many other prestigious stockists and the Finnish born designer has just been named one of the winners of the **British Fashion Council's Eco Fashion Mentor Programme** ran by Liberty's Creative Director and fashion genius Yasmin Sewell.

Minna's love for "treasures", such as beautiful buttons and brooches bought from various antique markets, inspired her to start her own clothing line that was launched in London Fashion week in August 2008. **The Spring/Summer 2010 collection "Sweet Summer Dreams"** features dresses and tops with feminine yet quirky oversized collars, bow details and intricate hand sewn lace detailing. Different materials such as lace, silk crepe and silk hemp are cleverly mixed to create eye-catching contrasts and textures.

The collection was inspired by Minna's childhood memories of running around on freshly cut grass in bare feet on a warm summer's day. Minna can still vividly remember the dresses she wore; they were simple and girly with gorgeous detailing. It is this simplicity and wearability that Minna has conveyed in her latest collection. **Each dress is versatile** and can either be paired with tights and heels for the evening or worn over jeans or leggings for a more casual look.

The colour palette is in true Minna style a mix of beautiful natural colours such as ivory, nude and cream, which are further complemented with a few colourful pieces made from vintage print fabrics. **Hand dyeing with tea** has been used in the linings to achieve a gorgeous antique feel.

Minna is determined to **minimise the impact on the environment** and therefore only uses organic, fair trade and recycled materials to create beautiful pieces made out of the finest materials. There is zero wastage as all left over fabrics from the women's clothing are used to create the children's line, accessories and embellishments.

Notes to editors: Every piece in the collection is hand made in England.

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