



AMANDA WAKELEY

Amanda Wakeley launched her signature label in 1990 and over the last decade and a half has developed an international reputation for designing supremely luxurious, elegant women's wear and accessories. She is the winner of several awards including three British Fashion Awards for Glamour.

Amanda is self-taught and started designing clothes based on a personal passion to create utterly beautiful clothes that women love to wear. She has a reputation for making the women who wear her clothes feel confident, polished and always perfectly dressed.

The Amanda Wakeley signatures are attention to detail, use of the ultimate in fabrics and perfection of cut.

Following the purchase by W Holdings, the private equity investment company, Amanda and her business partners are executing extensive plans for the global development of the company and the brand. A new management structure is in place and will allow for international growth, retail expansion and the development of brand extensions. To this end, Amanda Wakeley launched her first Cruise collection last year.

Amanda Wakeley shows her collection as part of London Fashion Week and most recently showed her Autumn/Winter 2008 collection in February 2008. Scarlett Johansson, Dita Von Teese, Charlize Theron, Jada Pinkett Smith, Mischa Barton, Sarah Michelle Gellar, Kim Cattrall, Joely Richardson, Helen Mirren and Kate Winslet have all recently worn her designs.

The Amanda Wakeley collection includes tailoring, eveningwear, knitwear, bridal gowns, a recently launched jewellery collection and a soon to be launched handbag range.

The Amanda Wakeley collection is retailed from her flagship store on the Fulham Road and at Harvey Nichols, Selfridges and Harrods in London. Globally, the brand is represented in such prestigious stores as Barneys in New York and Los Angeles, Holt Renfrew in Canada and Brown Thomas in Dublin (please see world map for full stockist list).

Since 1996 Amanda has co-chaired the committee for the Fashion Targets Breast Cancer Appeal.