

# L O U I S E G R A Y

This is Louise Gray's debut collection at London Fashion Week. Born in North-East Scotland, Gray studied Textiles at Glasgow's renowned School of Art before moving to London in 2005, for her masters degree in fashion. Graduating from the well-regarded MA course at Central St Martins this year with a brightly-hued, boldly textured collection, 25-year-old Louise builds on these themes with her inaugural show at Fashion East. Shapes are loose, simple and chaste - colours, movement and embellishment take central stage.

One dress is opulent with silver chain. Another has a pop feel with pink telephone-style lengths. A show stopper features a patchwork of chiffon wafting colour everywhere. But nothing is quite what it seems in Gray's work.

Pulling together inspirations including films, dreams and a magpie approach to her daily surroundings, the resulting dresses are a rich mix. The pop feel of pink is sobered up with bottle green contrast. The gold is brightened with orange trimming. These contrasts are a key feature in Gray's work, right down to the trademark shapes and fabrics. The continuing use of ladylike silk chiffon is given a punk feel with unfinished edging. The straight, simple dresses flip the outgoing nature of the rich embellishment.

It's an intelligent approach that has gained Gray fans. After working with Peter Jensen's team for two seasons before graduating, pieces from her graduate collection were bought by Diane Von Furstenberg, and Gray has since worked freelance on embroidered pieces for Lanvin. This show marks the launch of her solo label.> **Lauren Cochrane**> Deputy Editor> iD

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