

# Emilio de la Morena

## SPRING/SUMMER 2008

Spanish-born Emilio de la Morena studied sculpture whilst in Spain, before coming to the UK some 12 years ago to study Business in Edinburgh. He then made the all-important move to London to work as a brand consultant which is when he discovered his passion for fashion design.

Emilio de la Morena's new SS08 collection is a marriage of form and function. A delicious mixture of romanticism and opulence with a tougher edge incorporated into folds, pleating and complex yet refreshingly unfussy shapes. He successfully takes the purist ideals of the avant-gardist and translates them into something wearable and uniquely Emilio.

For this season his signature draping is enhanced further with traditional artisan embroidery techniques of his native Spain. Both techniques successfully intertwine to create complex structural shapes which hug and flow around the body like moving sculptures, creating something that is not only outstandingly visual, but also alluringly tactile.

The feminine form is beautifully enhanced with softly exaggerated hips and perfectly nipped-in waists; dresses decorated and adorned with ornate embellishments and full ruffles; contoured shapes are incorporated into expertly tailored jackets and fluid, organic cuts are skillfully juxtaposed with strong, definitive silhouettes, thus creating a unique kind harmony between hard and soft, masculine and feminine, which gives a nod to the key trends of the season as well as expressing Emilio's own inspirations, personality and cultural heritage.

His understanding of colour is shown again this season with a stunning palette of luscious, inky hues of blue, burgundy, yellow, khaki, grey and crisp, clean white which reinforces the impact of his usage of materials such as shirting cotton, chiffon, leather and jersey.

This collection will also incorporate an intriguing sportswear line utilising quilting which Emilio creatively re-invents into light, spring/summer wear with the addition of hand-embroidery and unique colouring techniques.

His skill as a sculptor brings an exciting and new element to the process of design. The fearless mixture of traditional and contemporary makes this collection not only of the moment, but timeless and classic - Emilio effortlessly takes all facets of this seasons trends and seamlessly fuses them together creating something both extraordinarily beautiful whilst perfectly wearable.

Emilio's takes traditional, sartorial ideas and turns them on their head and the results are unquestionably creative. The core of his talent derives from asking not "why?", but "why not?"

As a well-deserved winner of the New Gen award from the British Fashion Council, Emilio de la Morena is the name to watch.

Michelle Haswell

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Emilio would like to thank the following for their significant contribution in realising this catwalk presentation:

Stylist *Sarah Richardson*  
Hair *Tomo Jidai*  
Makeup *Kirstin Piggott*  
Casting *Shelley Durkan*  
Production *Charlotte Lurot at Bacchus*  
Stylist Assistants *Nic Jottkandt, Esmé Barcomi, Helen Sykes*  
Hair Assistants *Laurel Staple, Hiroshi, Ivonei, Louis, Stefan Krt, Kazuya*  
Makeup Assistants *Michael, Fraggie, Ken, Itsumi, Machiko, Sonia*  
Casting Assistant *Natalie Monroe*  
Music *Scott Carey*  
Shoes *Nicholas Kirkwood*  
Public Relations *Justine & Ellen at Relative PR*  
Sales *Emma and Dylan at easternBlock*

Very special thanks to the following, whose hard work made all this possible:

*Megan Aylott, Teresa Azcona, Samantha Benveniste, Enkhtsetseg Dursun, Anne Carey, Ivy Chan, Alex Dewey, Marta Griso, Bernadette Hartley, Elspeth Holmes, Soteiris Kallis, Emma Kasyan, Rei Kondo, Jooyoung Lee, Katrina Levina, Silvina Maestro, Fabrizio Melis, Melanie Pierucci, Vanessa Pratt, Sarika Raghvani, Sarah Taylor, Monica Wijaya, Wai-Yee Wong*

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