

FASHION NEWS

London Fashion Week ‘most commercial in memory’ says Catwalk Queen Editor Gemma Cartwright

Gemma Cartwright, one of the first bloggers to ever cover London Fashion Week, and the editor of arguably the most important fashion blog for the public in the UK says, *“This year was the most successful LFW with great designers, collections, attendees and worldwide coverage. But noticeably even the most extravagant of designers have toned down their collections to more wearable, buyer friendly pieces. London has to compete with the likes of New York in terms of commerciality, but I just hope we don't end up going too far in the other direction, and lose the creative flair that London is renowned for.”*

Catwalk Queen's Gemma Cartwright was in the company of this year's most prolific celebrity faces from Nicola Roberts to Naomi Campbell as she watched and evaluated the shows for all Catwalk Queen's users. Here she summarises the key points:

“This year LFW was all about prints and colour; whether geometric and lateral at Topshop Unique, tribal inspired at Holly Fulton or giant sequined sunflowers at Ashish. Although aside from this, this season, it was clear that London designers are seeing fashion as more of a business and less as a pure creative outlet. Even the most experimental designers kept things a bit more simple, and there was a lot less of the weird, wonderful and unwearable and far more collections that could quickly be modified to go into boutiques. It was still fun, bright and bold, but there was limitation on the ridiculous. London has to compete with New York in terms of how seriously these people take their craft and this was more evident than ever!”

Gemma states *“My favorite show by far was Temperley at The British Museum. The setting was totally inspiring with an air of grandeur, and to top it off, the front row included Pippa Middleton, Rosario Dawson and Julia Restoin-Roiffeld. It is these types of productions that make the whole phenomena of London fashion week so desirable to the fashion world, holding its own against the other key cities.”*

At the close of London Fashion Week, Catwalk Queen has attended 46 shows, 8 after parties, walked over 20 miles, spent 10 hours in front of the mirror, and had over 80 air kisses.

Top Trends:

- Bold prints in all colours of the rainbow (Peter Pilotto, Mary Katrantzou, Louise Gray)
- Aqua, turquoise, baby blue, cornflower – all shades of pale blue (Christopher Kane, Holly Fulton, Jonathan Saunders, Richard Nicoll)
- 'Mullet' or 'rise and fall' hemlines (Mary Katrantzou, Amanda Wakeley, Sass & Bide, Antonio Berardi)
- The 1930s - especially silk palazzo pants and playsuits (Maria Grachvogel, Temperley, Spijkers en Spijkers)

- Yellow, Yellow and more yellow! (Mulberry, Osman, Danielle Scutt, Issa, Julien Macdonald, Mark Fast, Holly Fulton)
- White (David Koma, Felder Felder, Giles, Jean-Pierre Braganza, Marios Schwab)
- Heavy fabrics, especially brocade, in Summer colours (Paul Costelloe, Michael Van Der Ham, Burberry)
- Silver (Giles, Antonio Barardi, Todd Lynn)
- Nautical stripes (DAKS, Ashish)

BEST SHOW

Michael Van Der Ham – “A brilliant example of a really experimental designer reigning things in slightly to create a more commercially viable collection. The result was stunning. Still experimental, modern and very 'London', but also wearably beautiful and buyer-friendly.”

CRINGE FASHION MOMENT

“Models at the Mark Fast show struggling to walk down the catwalk without getting their heels caught in the mermaid hems of their knitted dresses! Beautiful but deadly!”

RUNWAY DISASTER

“A model turning up late from the previous show with crimped hair...for a show that required straighter-than-straight locks. Somehow, the **Toni & Guy** team managed to flatten it down in time!”

CATWALK CATFIGHT MOMENT

“Blogger warfare - when one well-respected blogger called out others for taking seats not assigned to them, all hell broke loose on Twitter. Have the days of blogger vs. journos now become blogger vs. blogger?!”

- ENDS -

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