

On|Off PARIS SHOWROOM SUPPORTING LONDON DESIGNERS

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On|Off

4th to 10th
March 2010

Galerie Cadain
76 Rue Quincampoix

75003 Paris

Opening Times
10.00 am to 7.00 pm

www.onoff.tv

On|Off Paris Showroom returns to Paris Fashion Week from the 4th to 10th March 2010. Supported by the UKTI, the exhibition will focus on showcasing exciting British-based labels to international buyers and press. Featuring both garment and accessory labels, On|Off Paris Showroom will present 14 innovative and promising designers handpicked by On|Off. This season welcomes back **Yang Du, Georgia Hardinge** and **Falguni & Shane Peacock** to the showroom with exciting new additions including: fashion fringe winner **Eun Jeong, Elliott J. Frieze** and **Spijkers en Spijkers**.

"It's great that the On|Off team are able to bring the designers they support to Paris as it will surely enhance their sales. From a buyer's perspective it's so easy and exciting to have all this new talent under one roof!"

-Jemma Dyas, Buyer at Brown Focus-

"The space presented a welcoming opportunity for buyers to see my work in a relaxed way. The resulting orders reflected the calibre of buyers that the showroom was able to attract."

- Christopher Raeburn, Designer -



DEREK LAWLOR

Womenswear

Label: Derek Lawlor
Designer Name: Derek Lawlor
Established: 2009
Price Range: £135.00 - £2000.00

www.dereklawlor.com

Sales Contact:
Philippa Long
info@dereklawlor.com

Taking inspiration from Japanese body armour, contemporary knitwear designer Derek Lawlor's AW 2010 collection pushes the boundaries within the world of knitwear.

Lawlor uses wax cord to create shapes and loops in cashmere dresses emerging into beautiful figure hugging creations in dark monochromatic hues.

With elements of tailoring combined with sleek feminine forms, Lawlor's mesmerising technique truly makes him stand out from the rest in his field.



ELLIOTT J. FRIEZE

Mens- & Womenswear

Label: Elliott J. Frieze
Designer Name: Elliott J. Frieze
Established: 2010
Price Range: £75.00 - £800.00

www.elliottjfrieze.com

Sales Contact:
Mark Frieze
info@elliottjfrieze.com

Elliott J. Frieze debuts his women's and menswear collection at On|Off in February 2010. A design philosophy and signature encompassing British Classics with modernity.

Along side elegant drapery, an amalgamation of texture and driving the boundaries of structured tailoring, he has created a collection of intellectual depth and timeless sophistication.

Elliott J. Frieze presents a collection true to his British heritage and set to be a firm favourite on the British Fashion Circuit.



EUN JEONG

Womenswear

Label: Eun Jeong
Designer name: Eun Jeong
Established: 2008
Price Range: £250.00 - £720.00

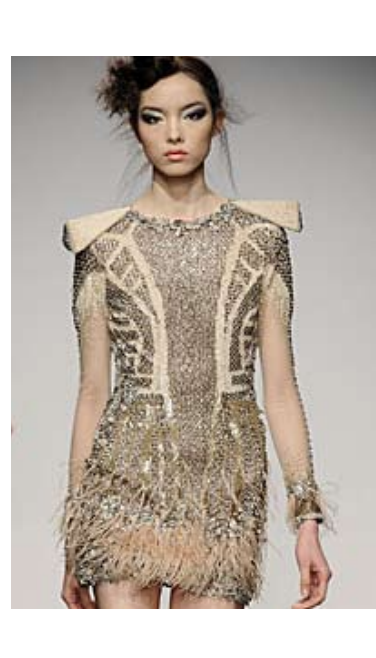
www.eunjeong.co.uk

Sales Contact:
Eun Jeong
sales@eunjeong.co.uk

- A FORGOTTEN STORY - Eun Jeong's AW 2010 collection juxtaposes from last season, with the idea of movement inspired from the dimensions of a pop-up book.

The romanticism of the collection, combined with the structural and architectural shapes created from elongated shoulders, represents the synergy between man and woman.

A splash of red allows the forgotten story to be remembered and evoke a strong sense of power.



FALGUNI & SHANE PEACOCK

Womenswear

Label: Falguni & Shane Peacock
Designer Names: Falguni & Shane Peacock
Established: 2002
Price Range: £275.00 - £800.00

www.peacockcouture.com

Sales Contact:
Mumtaz Suterwalla
mumtaz@fu-sion360.com

Indian design duo serves up a lavish and glamorous AW 2010 collection featuring exceptional new printwork and design techniques.

The label, known for its bold and audacious prints, showcases contrasting textures and vibrant colour, with mixed animal prints juxtaposed against leather slash panels.

Flapper-style dresses and long-length flowing gowns are beautifully elegant yet presents an edgy twist, with leather/stud embellished dress straps.



GEORGIA HARDINGE

Womenswear

Label: Georgia Hardinge
Designer Name: Georgia Hardinge
Established: 2009
Price Range: £30.00 - £450.00

www.georgiahardinge.co.uk

Sales Contact:
Georgia Hardinge
sales@georgiahardinge.co.uk

Georgia Hardinge's AW 2010 collection - CAGE - emerges with subtle hints of restraint and the feeling of entrapment.

Her collection maps the silhouette and curves of the female line, as architectural arrangements are constructed through the shape and form of the fabric.

Hardinge exaggerates the female body with exposed boning and thick shapely embroidery, taking unconventional shapes and transforming them into truly ready to wear pieces.



JAYNE PIERSON

Womenswear

Label: Jayne Pierson
Designer Name: Jayne Pierson
Established: 2009
Price Range: £70.00 - £900.00

www.jaynepierson.co.uk

Sales Contact:
Ross Pierson
ross@jaynepierson.co.uk

Jayne Pierson AW 2010 collection - "TITANIA'S DREAM" - fuses silk with pleating and boning to create a strong silhouette and a high-end finish.

Her love of art can be seen throughout her work from her elaborate hand-drawn, graphic prints to her leather drapery, tailoring and angular silhouettes.

Her designs uniquely flatter and accentuate the female form with an innovative and conceptual vision.



JOANNE HYNES

Womenswear

Label: Joanne Hynes
Designer Name: Joanne Hynes
Established: 2003
Price Range: 50-350 euros

www.joannehynes.com

Sales Contact:
Kamaljeet Singh
info@joannehynes.com

Intergrating modernity with a dash of irreverence, Joanne Hynes AW 2010 collection presents luxurious demi couture creations.

Dynamic shapes with heavy embellishment and intricate construction alongside the use of exquisite fabrics and bold colour

Hynes creates an all round powerful new elegant look.



JOANNE STOKER

Accessories (Shoes)

Label: Joanne Stoker
Designer Name: Joanne Stoker
Established: 2009
Price Range: £150.00 - £320.00

www.joannestoker.com

Sales Contact:
Joanne Stoker
sales@joannestoker.com

Joanne Stoker's AW 2010 collection presents an avant-garde approach to create exquisite vintage elegance using an array of futuristic metallics and textured exotic leathers.

Her designs combine powerful architectural forms with clean lines and strong metal elements.



LAURA THEISS

Womenswear

Label: Laura Theiss
Designer Name: Laura Theiss
Established: 2010
Price Range: £50.00 - £400.00

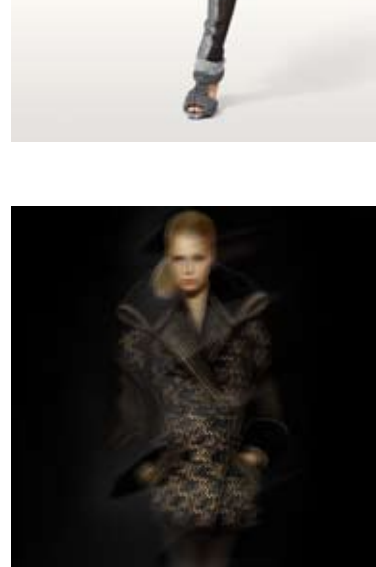
www.lauratheiss.com

Sales Contact:
Laura Theiss
sales@lauratheiss.com

Laura Theiss knitwear designs creates a new juxtapositions of shapes and fabrics by pleating, layering and twisting the knits of her dresses.

Her opting for an unusual mix of colours, high contrasts and interesting volumes creates sporty but sensual pieces.

Theiss designs are made with the contemporary, post-feminist women in mind, who loves comfort and knitwear.



OSTWALD HELGASON

Womenswear

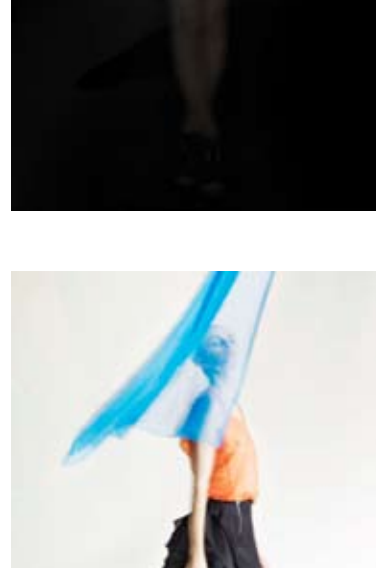
Label: Ostwald Helgason
Designer Names: S. Ostwald & I. Helgason
Established: 2008
Price Range: £49.00 - £950.00

www.ostwaldhelgason.com

Sales Contact:
Ingvar Helgason
sales@ostwaldhelgason.com

Utilising a more restricted and redefined colour palette, Ostwald Helgason AW 10 collection introduces a cleaner, less decorated look where the prints are reduced to a texture rather than an ornamentation.

With an emphasis on layered tailoring and the haptic richness of textures, Ostwald Helgason presents a grownup approach to the mixture of prints and tailoring.



PRIVATE BY ERIKA TROTZIG

Womenswear

Label: Private by Erika Trotzig
Designer Name: Erika Trotzig
Established: 2008
Price Range: £55.00 - £500.00

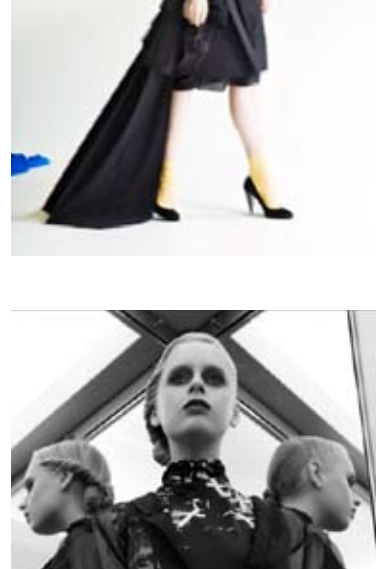
www.erikatrotzig.com

Sales Contact:
Erika Trotzig
sales@erikatrotzig.com

Erika Trotzig collection for AW 2010 - POEM WITHOUT A HERO- takes inspiration from an imagined grand masquerade ball on the eve of the Great War.

It highlights Trotzig's signature soft tailoring with focus on subtle embellishment, fusing menswear references and adding a hint of romance and femininity.

Both edgy and sophisticated the collection has a dark understatedly romantic aesthetic, taking its starting point from the designer's background in haute couture.



SIMON EKRELIUS

Womenswear

Label: Simon Ekrelius
Designer Name: Simon Ekrelius
Established: 2006
Price Range: £85.00 - £495.00

www.simonekrelius.com

Sales Contact:
Sasha Rainbow
sales@simonekrelius.com

Swedish designer Simon Ekrelius's continues his architectural odyssey at On|Off with his latest AW 2010 women's R-T-W collection which is unapologetically modern.

Stark cut silhouettes of textured silks. New collection features 'star buy' awarded signature pieces, strong tailoring and the expressive prints.



SPIJKERS EN SPIJKERS

Womenswear

Label: Spijkers en Spijkers
Designer Truus & Riet Spijkers
Established: 2000
Price Range: €75.00 - €500.00

www.spijkersenspijkers.com

Sales Contact:
Florieke Aalbers
sales@spijkersenspijkers.com

The epigram of the film *Metropolis* (Fritz Lang, 1927) was the lead for Spijkers en Spijkers AW 2010 collection.

The futuristic scenery of the film conveys not only the German expressionism, but also the contemporary Modernism and Art Deco elements of the collection.

The *Metropolis* skyline is fused into printed silks which reflect the theme of the collection. The constant balance between shape, material and colour gives this collection a deep sense of fullness.



YANG DU

Womenswear

Label: Yang Du
Designer Name: Yang Du
Established: 2009
Price Range: £80.00 - £300.00

www.yangdu-duyang.com

Sales Contact:
Yang Du
yangdu-duyang@live.com

Surrealist fashion designer Yang Du's collection - IT IS A DREAM IN COLOURS - blurs the lines between art and fashion.

With a strong sense of playfulness combined with a modern aesthetic Du presents bold yet vivacious designs. Drawing inspiration from her trip to Ecuador, Du describes her designs as 'relaxed, humorous and sexy'.

With a reputation as an artist turned fashion designer extraordinaire Du continues along her fashion path, inspired by love and life.



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BUYERS DRINKS RECEPTION

TUESDAY 9th MARCH 2010

6.00 - 8.00 pm

RSVP: marielle@thedoll.org

Dannoff

VODKA

For buyer's appointment

please contact:

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marielle@thedoll.org

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www.onoff.tv

This event has received funding from the European Regional Development Fund and UK Trade & Investment, the UK Government organisation that helps businesses to succeed in international markets.