

A fashion photograph featuring two models in the foreground. They are wearing large, voluminous headpieces made of purple tinsel or fringe. Their eye makeup is bright blue. The model on the left has a serious expression, while the one on the right is smiling. They are wearing colorful, layered garments with red, yellow, and blue elements. In the background, another person is partially visible. The overall aesthetic is vibrant and theatrical.

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Doll...discovering new talent

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On | Off the Independent Global Fashion Showcase sits within doll – creative event and communications company providing solutions, bringing brands to the fore.

On | Off was created in 2003 by Lee Lapthorne to bridge the gap between on and off schedule designers, becoming the first of its kind.

Over the past 17 seasons, On | Off has attracted some of the most exciting international fashion designers including: Peter Pilotto, Pam Hogg, Louise Gray, Gareth Pugh, Aminaka Wilmont, Gardem, Charlie Le Mindu, Osman, JW Anderson, Mark Fast and Yang Du. On | Off in most cases offered these designers their first international platform, giving them the opportunity to professionally promote their creativity on a global scale.

On | Off has not only supported fashion designers for the past 9 years but also worked with the best of pioneering creative talents in music, art, photography, film and technology becoming a collaborative platform across a variety of disciplines.

Currently new technology is advancing at super speed, and just when "the fashion industry at large" gets to grips with its use, a new development comes along. On | Off has accepted the challenge exploring new ways of thinking towards an even broader global experience, allowing the barriers between the major fashion capitals to be bridged.

MOST COLOURFUL GUESTS AND PAST CONTRIBUTORS INCLUDE : Vivienne Westwood, Zandra Rhodes, Nicola Formichetti, Siouxsie Sioux, Diane Pernet, Amanda Lepore, Ellen von Unwerth, Martin Creed, Suzy Menkes, Isabella Blow, Jaime Winstone, Alice Dellal, Naomi Campbell, Rossy de Palma, Boudicca and Anna Wintour to name a few.

"I've always respected their taste in designers and think they have a completely unique vision, which is interesting and slightly subversive" - **Katie Grand**, Editor-in-Chief, Love Magazine

"London's fashion industry is renowned as a centre for innovation and new talent. Nurturing and exposing emerging designers is essential if the capital is to remain a world leader. On | Off provides an excellent platform and support structure for young designers through its showcasing during London Fashion Week" - **Boris Johnson** – Mayor of London

[www.onoff.tv](http://www.onoff.tv)

# PETER PILOTTO.



Austrian born Peter Pilotto and Libyan born Christopher De Vos are the designers behind the Peter Pilotto label. The design duo met while studying at the Royal Academy of Fine Arts in Antwerp.

On | Off supported Pilotto with his first ever London stand alone catwalk in September 2007, featuring on the On | Off catwalk schedule. Pilotto was also awarded NEWGEN sponsorship to showcase within the London Fashion Week Exhibition.

In February 2008 Pilotto gained NEWGEN exhibition sponsorship for the second time and also staged a standalone catwalk show.

Since September 2008, Peter Pilotto have been awarded on-schedule presence as well as the NEWGEN sponsorship support for Catwalk and Exhibition for the last four seasons. They have showcased cutting edge catwalk shows in unique venues including Selfridges car park, and most recently the new Topshop venue at Waterloo train station.

Peter Pilotto have also succeeded in securing key collaborations, including Nicholas Kirkwood and most recently Kipling.

Celebrity fans include Rhianna, Peaches Geldof, Kate Bosworth, Claudia Schiffer and Lisa Snowden.

Stockists now include: (UK) Dover Street Market, Selfridges, Liberty, Harvey Nichols, Joseph, Bluebird, Feathers (FRANCE) Colette, L'Eclaireur, Le Bon Marche and many more.

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# GARETH PUGH.



Born in Sunderland, he studied on the Art Foundation course at City of Sunderland College and completed his degree in Fashion Design at Central St Martins in 2003.

On|Off showcased Gareth Pugh's debut stand alone catwalk collection in February 2006 at the Royal Academy of Arts. Pugh's show was supported by NEWGEN sponsorship and was attended by Anna Wintour, Hilary Alexander and Stuart Rose.

The following 3 seasons, Pugh was awarded NEWGEN sponsorship and showed on-schedule at the British Fashion Council tents at the Natural History Museum.

In February 2008, Pugh staged a standalone catwalk show at the Old Truman Brewery before eventually making his debut at Paris Fashion Week, later that year in September.

Continuing to push the boundaries of fashion, in February 2009, Pugh showcased his AW09 collection through a digital film presentation. Following this success, in September 2009 he showcased a short film collaboration in New York as well as revealing his SS10 collection at Paris Fashion Week yet again. Pugh showcased another successful collection in Paris for AW11, with his front row featuring Grace Coddington, Mario Testino, Ellen von Unwerth, Leigh Lezark, Sean Combs and Carine Roitfeld.

After the success of February 09's film, Pugh's most recent collection was also presented via a digital film presentation at the Parc de Bercy sports stadium. Fans of Pugh could then watch the film on SHOWstudio.com an hour later.

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# LOUISE GRAY.



Louise Gray is a hand embroiderer who first studied at The Glasgow School of Art and went on to graduate with an MA from Central Saint Martins College in London. Immediately following her graduation she was selected by Fashion East, and showed three seasons there.

Louise Gray first showcased with On|Off in February 2010 at Victoria House. On|Off continued to support her with a show in February 2011. Additionally On|Off helped to gain financial sponsorship for Louise Gray over 2 seasons, with cotton USA.

Louise has spent the last 5 seasons building a label based on brightly hued, boldly textured garments whose shapes are simple and where movement and embellishment take center stage. Employing a wide range of materials nothing is quite what it seems in Gray's work. Contrast is key and Gray reworks traditional stitches and embroidery techniques to create modern folk details.

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# HAIZHEN WANG.



HAIZHEN WANG is a contemporary womenswear label based in London, which was launched in January 2010. Highly innovative, contemporary and with impeccable quality and attention to detail, Haizhen Wang quickly established himself as a cutting-edge designer. Inspired by immaculate craftsmanship, his designs are sophisticated and modern.

On|Off has supported Haizhen Wang since February 2011, showcasing his debut AW11 collection within the designer exhibition at London Fashion Week.

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# YANG DU.



Yang Du is a Chinese London based designer who was discovered by On | Off in 2009. After several meetings and mentoring advice, Yang was chosen to showcase her debut collection within the successful collaborative catwalk show On|Off Presents. Yang was also awarded a sponsored exhibition space. On | Off's support continued, taking Yang Du to showcase internationally in the On | Off Paris Showroom in October 2009.

Continuing on the successful response to Yang's debut On|Off appearance, On|Off chose to sponsor Yang once again through a static presentation and a sponsored exhibition space for the duration of the event. Yang Du was invited to participate in the On | Off Paris Showroom in March 2010 building on her International reputation.

Most recently Yang has been awarded NEWGEN sponsorship by the British Fashion Council and showcased her SS11 collection at Somerset House within the London Fashion Week exhibition.

Celebrity followers include Marina Diamondis and Paloma Faith.

Stockists include: Browns Focus, Labour of Love, Supersweet, RA (Antwerp), BNC (China), 10 Corso Como (Italy)

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# MARK FAST.



Finding inspiration in London, Mark studied at Central Saint Martins for five years. He completed his BA there and went on to complete his MA in February 2008.

Whilst attending Saint Martins, Mark created knitwear for Bora Aksu for three seasons. In 2007 Mark showed his graduate collection at the Central Saint Martins show at London Fashion Week and caught the attention of buyers from Browns Focus in London. Mark showed his spring/summer 2009 collection at On | Off's event at the Royal Academy of the Arts, London, in September 2008.

He has also collaborated with Stuart Vevers for the Loewe RTW AW09 show and with Christian Louboutin on shoes for his SS10 collection. Mark was awarded NEWGEN support in January 2009 and showed his autumn/winter 2009 collection in the tent at London Fashion Week in February 2009.

Mark Fast is now stocked in seven countries worldwide. This year's highlights for Mark include being invited to work with Another Magazine on a special project with Tilda Swinton and contributing to the Loewe ready-to-wear show in Paris.

Stockists now include: Browns Focus, Selfridges, Colette, Gallery Berlin, 10 Corso Como, Cement (Asia), Curve (LA), Seven (NY), Barneys (NY)

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# AMINAKA WILMONT.



Marcus Wilmont studied fashion menswear at Central Saint Martins and Royal College of Art (MA) in London, where On | Off first spied his talent. He has won multiple of prizes and awards of which the most prestigious was "Collection of the year at International Talent Support Competition (ITS4) in Italy.

Maki Aminaka Löfvander graduated from University College of Borås in Sweden studying fashion womenswear. She has worked for a number of renowned London designers and was Robert Cary-Williams studio manager for two years. The duo met whilst working at Robert Carey William's studio and their shared dreams and ambition became AMINAKA WILMONT in 2006.

On | Off showcased the duo's debut collection within the designer exhibition in September 2006 at the Royal Academy of Arts. On | Off continued to support Aminaka Wilmont for four seasons, offering mentoring advice and sponsored exhibition presence until the designers won Fashion Fringe in 2007. The pair went onto showcase six successful catwalk shows before returning to On | Off in September 2010 to showcase their SS11 collection.

Their creativity has previously won designers Maki Aminaka and Marcus Wilmont the praise of prestigious fashion dignitaries – national as well as international.

Stockists include: Net-A-Porter, Blue & Cream (USA), Feathers, Selfridges, VAKKO (Turkey), Metal Flaque (France).

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# JW ANDERSON.



J.W. Anderson was born in Northern Ireland in 1984. He originally pursued a career in acting but it was whilst studying drama that he found himself infatuated by the stage costume. This was the pivotal moment that brought him to the prestigious London College of Fashion to feed his infatuation of fashion design.

In the September of that year, On|Off hosted an exhibition and catwalk celebrating the '50 years of Italian Vogue' at the Royal Academy of Arts of which Anderson was included. His Autumn/Winter 2008 collection, inspired by the historical Rasputin, culminated in another stand-out visionary collection. These two collections are what really put the name 'J.W. Anderson' on the fashion map. In particular, his Spring/Summer collection in 2009 was one of the most highly anticipated of recent times and has become a fixture at the prestigious MAN showcase at London Fashion Week.

His first womenswear capsule collection launched in 2010 for Autumn/Winter which mirrored his menswear line. He has continued to keep people guessing throughout his work. Anderson describes his designs as:

'Combining sinister phenomena with a love of mystical characters in history and literature, the intensely dramatic aesthetics of J.W. Anderson have made him one of the most intriguing menswear designers in current British fashion.'

His designs in general speak of things that can be borrowed from a man to a woman and from a woman to a man and this creates the ethos from which he creates. In terms of inspiration, different from movements with youth subcultures to the J.W. Anderson brand is key, "You need to know what is happening in the world to be able to evoke a reaction in garment format."

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On | Off has also gone on to support amongst others Danielle Scutt, Richard Sorger, Bora Aksu, Derek Lawlor, Kaviar Gauche, Emilio de la Morena, Felder Felder, Jean-Pierre Braganza, Josh Goot, Tim Soar and JW Anderson who have all gone on to achieve acclaimed great success.

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