

Felicity Brown Press Release AW12

‘The Salon Collection’

Felicity Brown has chosen to show her first *Salon Collection* at the imposing grandeur of Two Temple Place. The exemplary craftsmanship on display within the ornate walls aptly reflects Felicity’s own skill for intricate design and her unique artisan approach.

Choosing to present an intimate collection, Felicity’s vision is stripped back to its foundation with a renewed emphasis on hand-dyeing, printing and layering. This season she has decided to focus solely on modern women who seek refined but relaxed daywear.

The Arts & Crafts Movement and the recent V&A exhibition ‘Quilts 1700-2010’, showing early examples of English quilting and patchwork, influenced this Collection. Felicity was inspired to layer her printing techniques with shards of fabrics to echo the effect.

The Laura Ashley’s 1960’s style of traditional hand printing and craft also reverberates throughout the collection. Using an artisan style smock dress as her canvas, Felicity hand-dyed and printed raw blocks of colour and pattern. From the enlarged paisley print on her burnt-orange signature peasant skirt to the abstracted slices of peach, mustard and slate through her oversized tops, this is a personal meditation on Felicity’s artistic influences and her hand-crafted approach to design.

Felicity graduated from the Royal College of Art with an MA in Textiles. She went on to work for Alberta Ferretti, Loewe, Mulberry and Lanvin before she founded her company with her brother Henry Brown in 2011. Today Felicity Brown is stocked in 15 countries worldwide.

Felicity and Henry would like to thank the Centre for Fashion Enterprise for the support they have shown.

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Sales
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