

Launched to critical acclaim!

Ae Soon



The Ae Soon collection is inspired by abstract and structured, the balance between the opposites. The aim was to work around the fabrics with accidental drapes and details which creates unusual volumes and silhouettes within the basic shapes.

When designing, I will have a rough idea of what I want to achieve and from that I like to let the ideas develop with the fabrics, rather than trying to recreate a drawing of a design. I feel that in this way you become much more open to new ideas, and the freedom allows you to discover unusual and interesting shapes.

"I think my designs are full of contradictions but at the same time full of fun, and I hope you will enjoy them as much as I enjoyed making them".

Designer profile: **Annelie Israelsson**

I was born in Korea, but was adopted by a Swedish family when I was 2 years old. I was always fascinated by fashion from very early on, when I was young I'd often take apart my mum's clothes, to her dismay, in order to make my own designs. I came to London in 1998 to pursue a dream of becoming a fashion designer. After graduating from Central St Martin's in 2001 things didn't turn out so great initially, where lack of opportunities and support meant I had to work as a seamstress and that continued until very recently. However I have always kept on making my designs whenever there was free time and now, after years of making clothes, I finally feel that I have found my own identity as a designer and took a brave step to put together a collection of my own.



Jenny Holloway
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