

Launched to critical acclaim!

Street Elegance



At *Street Elegance*, limited ranges are designed using creative pattern cutting for unique garments, specialising in womenswear tailoring, corsetry, jersey, denim and customisation. Experimentation in fit & drape and fabric manipulation are key elements in the design process.

Colour and fabric mixes are integral to the design process. Eclectic mixes of fabric are incorporated into designs to create a unique look, most notably in the current use of vintage fabrics. Fabrics such as leather, denim and jersey are commonly used to explore their boundaries.

In today's world of diverse and ever changing trends, *Street Elegance* aims to provide individuality for everyone with style who dares to be different.

Designer profile: **Jacqui Brown**

I began my fashion career training as a sewing machinist at the end of England's once-booming rag trade. Just before the vast majority of production was outsourced abroad, I gained 4 years' experience at *S.R Gent's* who produced blouses for *M&S* and *Topping Howard* who produced *Burtens'* suits. This gave me an insight into the garment production process and developed my sewing skills.



Due to my frustration with the lack of work prospects, my lifelong love of fashion, my individual style and the fact that I live for the weekend, I decided to study fashion and start my own label.

After two successful years at Doncaster College, I went to London to study for my degree in Fashion Design at *UEL*. So here I am, doing what I set out to do, running my own label and creating my own original, stylish designs.

Jenny Holloway
Director

Jenni Sutton
Creative Assistant

Showroom: Fashion Enter Representing, Unit 2, Centrale Shopping Mall, 21 North End, Croydon CR0 1TY
Tel: 0208 681 5014