

Launched to critical acclaim!

Basic Elements



Basic Elements are a new women's online fashion brand with an exciting and exclusive concept. We supply clothes for working women in the timeless colours of black and white.

Basic Elements is aimed at the busy working women of today and is an ideal one stop shop for purchasing both the smart and the casual components of a modern capsule wardrobe, in addition to quality clothing accessories that no busy working woman can live without.

Showroom: Fashion Enter Representing, Unit 2, Centrale Hopping Centre, 21 North End, Croydon CRO 1TY

Designer profile: **Louise Roberts**

Didsbury based Louise Roberts decided to launch her own fashion label after an attempt in her lunch hour to make a snappy, straightforward purchase, turned into a fruitless and frustrating shopping experience.

"I really struggled to find a quality, affordable pair of classic black trousers and white shirt on my lunch hour from work, even in the heart of Manchester's shopping district. It made me realize that there was a huge gap in the market for a one stop shop selling classic, basic items that everyone needs for a modern capsule wardrobe, conveniently located under one roof."

Prompted by similar feedback from friends and colleagues, Louise investigated the possibility of establishing her own business supplying quality classics in the timeless colours of black and white at affordable prices via her website. Undeterred by the arrival of her baby daughter last December, she launched Basic Elements and her feet have hardly touched the ground since.



Jenny Holloway
Director

Jenni Sutton
Creative Assistant