

Launched to critical acclaim!

T & Cake



Under the t&cake name we have developed two Collections that have evolved season to season:

Urban Shadows - Inspired from a poem that tells of possible troubles young independent women can come across whilst striving for success and happiness within City life. All is visually portrayed through fairies, their experiences, emotions & memories. The outcome being edgy/dark urban streetwear with an innocent/feminine undertone.

Dancing Spirits - The Dancing Spirits Ranges, designed by t&cake, are not just a straight forward charity venture. With the support of Jeni Couzyn, the founder & director of the Bethesda Arts Centre, we are celebrating the talent & creativity of the disadvantaged community of Nieu Bethesda, South Africa. Through our fashion we can display elements of their lives and art to a wider audience, whilst donating a percentage of each garment to ensure the Bethesda Foundation continues to provide an opportunity to achieve personal growth & financial independence to the people. The positive movement behind this collection offers great contrast to Urban Shadows with a softness & naivety within design.

Designer profile: **t & cake**

t&cake is a quirky UK clothing label driven by a combination of youthful enthusiasm and confidence to deliver fresh, innovative design into the clothing industry. Currently focussing on the female 16-30yr sector, ranges are compiled by a fusion of in-house art/graphics & garment design, generating a wide catalogue of fashion with the t&cake mark. The focal point of our branding is quintessentially British, with an element of tongue in cheekiness, which when embellishing the female urban wear gives a unique contrast to the overall product. The brand has a vision to be recognized for quality original fashion that clearly depicts Urban Elegance!



Jenny Holloway
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