

Launched to critical acclaim!



The Finnish designer Catharina Eden successfully launched her day to evening exquisite collection in February 2006.

Select stockists have already been secured and Catharina has been selected to exclusive show at the LFW equivalent event in Helsinki in September 2006.

Catharina has been eagerly 'snapped up' by the dynamic new agency 'Representing...' who will be shortly distributing Catharina's Look Book for the full collection year Spring/Summer 2007.

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

Designer profile: Catharina Eden

Catharina Eden is a Finnish born designer, who after graduating moved to England to pursue her life long dream of opening her own fashion label in the heart of the fashion capital; London.

Catharina has worked at Alexander McQueen's creative studio and at Ben De Lisi.

Being half British and half Finnish, she appreciates styling and fashion aspects of both countries and finds inspiration from both diverse cultures. "The energy, diversity and vibrant atmosphere of London are my major source of inspiration when designing a collection, but the purity of nature and calmness of life as well as architectural aspects in Finland acts as a balance and brings its own influence into the clothing."



Jenny Holloway
Director

Maciej Wisniewski
Account Manager