

Launched to critical acclaim!



Swedish-born Simon Ekrelius unveiled his first collection in 1997 in Uppsala, Sweden. Since then, his contemporary womenswear collections have been sold in Toronto, Stockholm, and London.

Now, Ekrelius has designed and launched a Spring-Summer 07 ready-to-wear collection 'Deep Blue' for women, and also recently launched a "by appointment" division with a client base that has grown by word-of-mouth.

He says - "The woman who typically wears my designs is a busy professional who can metamorphose her outfit from day to night. She will wear her dress or suit in a professional setting and then be able to make it saucy for her after work drink or date. Like the reef wonder woman, she can change from savvy to sexy"

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

Designer profile: Simon Ecrelius

Educated in Fashion Design at Stockholm's Tillskärar Akademin, Women's pattern making, Women's woven tailoring, Technology, Design philosophy, Material knowledge, Basic computer and illustration. Graduated 1997

Inspired by reef life, the new collection exposes a world of ocean cuts and styles influenced by the living creatures of the sea. "The story is about hedonistic life in the water, where all things breathe underwater and play," says the designer. The collection is a mix of saucy and tailored pieces, ranging from skirts and open silk tops to sleek body suits and dresses. Fabrics are carefully chosen to evoke a life underwater, and include specially designed prints. There are shades of green, blue, and earth tones. The collection is a voyage of sand, sun and water in traditional materials of solk, wool, cotton and viscose.



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