

## Another outstanding season!



Aimee McWilliams is considered one of the UK's most successful new designers. With a flawless history of awards and recognition for her innovative approach, she is fast becoming one of the most sought after high end ready to wear designers.

The collections of Aimee McWilliams are associated with both exquisite finishing and a unique approach to cutting. There is a subtle flamboyance in her style that creates a wearable and sellable product, yet she has managed to maintain a reputable name as an avant-garde designer with an air of eccentricity.

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### Designer profile: Aimee McWilliams

On graduation from the prestigious Central Saint Martins College of art and Design, Aimee McWilliams was the winner of the L'Oreal Total Look award for the best collection, numerous job offers opportunities began to flood in from some of the industry's biggest names, such as Roberto Cavali, John Galiano and Gianfranco Ferre.

