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The London Lot William Tempest



TAKE eleven of London's rising fashion stars, mix with London's Centre for Fashion Enterprise, send them to New York and what do you get? William Tempest, one of that very eleven, found out.

"Last week a group of London-based designers jumped to the other side of the pond for a two-day meet-and-greet press event in New York. The event was held in the prestigious surroundings of the penthouse suite at the **Soho Grand Hotel** and was organised by London's Centre for Fashion Enterprise, the fashion business initiative that supports emerging fashion talent.

For the designers, including myself William Tempest, Felder Felder, Louise Gray, Natascha Stolle, Eun Jeong and Hannah Marshall, it was an opportunity to present our spring/summer 2010 collections to the upbeat American press and buyers, who so often aren't able to make the shows in London - our thinking being that if they don't come to us then we'll go to them!

It was a brilliant opportunity to meet new contacts and to put faces to names and, having so far received some great feedback - including interview requests, call-outs from editors and interest from new stockists - New York has definitely won me over! I'll definitely be going back for more."