

VOGUE

Biting the Big Apple: London's Best New Designers Come to N.Y.C.



If you were on Canal Street and West Broadway in Manhattan around 9:15 a.m., Wednesday morning, you might have noticed a mass of very cool, mostly black-clad young people posing for a group picture. There were 21 total, some of London's best up-and-coming designers: **Jean-Pierre Braganza, Mark Fast, Holly Fulton, Louise Gray, Eun Jeong, Mary Katrantzou, Edward Meadham** and **Benjamin Kirchhoff** (of Meadham Kirchhoff), **Craig Lawrence, Michael Lewis, James Long, Todd Lynn, Hannah Marshall, Maria Francesca Pepe, Peter Pilotto** and **Christopher De Vos** (of Peter Pilotto), **Christopher Raeburn, Heikki Salonen, Fannie Schiavoni, Tim Soar,** and **Atalanta Weller**. Plus, in this talented mix was London-based *Vogue* contributing editor **Sarah Mower**, who, as Ambassador for Emerging Talent at the British Fashion Council, helped them set up shop in the penthouses at the **Soho Grand** hotel where the designers showed their fall collections to buyers and press who may not have had a chance to see them in Europe.

"What I love about these kids, apart from their talent, is that they're so friendly and collaborative," Mower says. "It's a real community, mostly based in the East End of London—all neighbors who help each other out." So, this was a bit like a class trip for everyone (hence the group shot). With "field trips" ranging from meeting with the floor staff at **Opening Ceremony** to catching a piano bar sing-a-long at the **Ace Hotel**, the Londoners had their fill of New York fun. Here, a handful of them share their favorite things about the city.

—*Florence Kane*