



**Press Release AW 10/11**  
**Hypnagogic Owl**

In the five years since its launch, Beyond the Valley concept store has gone from being a springboard for designers to one of London's leading destinations for fashion innovation. The label is an embodiment of this, enjoying collaborations with new and talented artists, keeping the range diverse and ambitious. The Creative Directors are Kate Bonhôte and Kristjana S. Williams, graduates of Central Saint Martins.

**AW10/11 Collection**

Embrace the sensory experiences between sleep and consciousness. Embody dark imagery and visualise the exhilarating persona of the 'emissary from space', Klaus Nomi: 'Hypnagogic Owl' emanates from our sleeping imaginations.

Soft palettes of grey, dusky pink, black, white and turquoise meet with gold and silver metallics in producing Beyond the Valley signature prints. Sharp

graphics accented with snow and crystals contour mystical owls, deep seas and sleeping arrows.

Flowing chiffons and silks create liberating silhouettes in the form of dresses and capes; layered over warm, fitted underclothes winter practicality is retained. Inspired by craftsmanship of Medieval England, garments are given a unique touch of embroidered armour whilst the delicate silk printed scarves remain true to the core whimsical vision.

The gallery space alongside the concept store plays host to the Henry Holland x Roxy Heart launch party and pop-up shop, as well as the Fluorescent Monkeys exhibition from Blandine

