



Press Release Spring 2010



Since launching in 2005, Beyond The Valley has gone from being a springboard for designers to one of London's leading destinations for design innovation. The concept store stocks products from over 50 new designers at any given time, providing a regularly changing showcase of fashion, jewellery, illustration, furniture, wallpaper, design products and accessories. More than a store, Beyond the Valley is a creative space that hosts a rotating collective of new designers, unique events, and gallery exhibitions.

New Collections in Store

Along with new works from Hixsept, A.D.Deertz and Something, Beyond the Valley also hosts their own line of fashion and lifestyle products. The Spring Summer 2010 collection, 'Dreamscape Collision' is inspired by Earth and Space, where sharp geometric crystals and monochromatic patterns are injected with collages of dreamlike landscapes. Harijuku playfulness is captured in Minnie mouse bows, mini dungarees, pantaloons and playsuits. Kimono elements are adopted and distorted, strong lines made soft in fine jerseys, chiffon and silk cottons. The collection is currently available in Beyond the Valley's shop and online via Farfetch.com.



Upcoming Activities & Collaborations

Whilst continuing to expand their own-brand range of iconic fashion and lifestyle products, Beyond the Valley presents a new range of designers they are collaborating with this season. Kapow! Wow! has designed exclusive neckpieces reflecting Beyond the Valley's SS10 prints and following the success of Nobrow's Christmas window, the magazine has created an exclusive collection of t-shirts and sweatshirts. Set designers Marcus and Helen created a shop window display to launch the SS10 collection, their previous work includes sets for Amelia's Magazine, Metronomy and Late of the Pier.

Tom Balchin has also collaborated in creating a range of t-shirts and prints and Blandine Bardeau is exhibiting a collection of illustrations in April. The ongoing collaboration with the Broken Hearts DJs sees the playsuit reworked with bold monochrome prints whilst staying true to the signature Beyond the Valley style.



Visit the online store:
www.beyondthevalley.com

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Open Monday - Saturday: 11.00- 19.00, Sunday: 12.30 - 18.00

