

# Beyond the Valley®

2 NEWBURGH STREET, LONDON, W1F 7RD

[www.beyondthevalley.com](http://www.beyondthevalley.com)

YOU ARE INVITED TO VIEW THE  
SPRING/SUMMER **2011** COLLECTION

## COSMIC TROPICALIA

This season Beyond the Valley continues its fascination with nature and opposites with Cosmic Tropicalia; a collection rich with signature pieces. Embroidered cowboy shirts mixed with oversized tops and bold graphic 'Knitted Animal' cotton knits. Silk and chiffon are the backdrop for fantasy landscape prints such as 'Tropical Cannibalism' and 'Ink Forest'. Colours are strong and plentiful, enhanced with exclusive English tweeds, denims and Italian trims. National dress from India and Eastern Europe inspired the shapes, allowing folklore silhouettes & a hint of the 70s. Whilst an opposing structural element mused on a Texan Housewife has the final say.

During the London Fashion week & London Design Festival, Beyond the Valley is exploring the 3D future of fashion & graphic design art in a special showcasing at the V&A on the 20th of September. Exhibition in the store/gallery on the 18<sup>th</sup> Sept – 26<sup>th</sup> Sept. Beyond the Valley invites unique talents from across Europe to exhibit along side their own interpretations of new media including 3D graphics & illustration. Beyond the Valley welcomes the audience to partake in this interactive assembly asking the question 'how does one wear a 3D kimono?'

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### BEYOND THE VALLEY

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Beyond the Valley is the creation of Central St. Martin Graduates Kristjana S Williams and Kate Bonhote, a leading destination for design & fashion innovation. Stockists include Asos.com, Farfetch.com, with the whole collection available in-store.

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### LONDON SHOWROOM

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16th Aug - 8th Oct 2010  
Brand Apart, 5a Noel Street,  
London, W1F 8GE  
T: +44 203 230 1050  
F: + 44 203 230 1060  
[info@brandapart.co.uk](mailto:info@brandapart.co.uk)

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### PARIS SHOWROOM

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29 Sept - 5th October 2010  
On|Off Showroom,  
Galerie Cadain,  
76 Rue Quincampoix,  
75003 Paris  
[eran@beyondthevalley.com](mailto:eran@beyondthevalley.com)

