

Beyond the Valley®

2 NEWBURGH STREET, LONDON, W1F 7RD

www.beyondthevalley.com

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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 18th Sept – 26th 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?'

Beyond the Valley will be showing both in London and Paris at the following locations:

LONDON: 16th Aug - 8th Oct 2010: Brand Apart, 5a Noel Street, London, W1F 8GE. T: +44 203 230 1050. info@brandapart.co.uk

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

ABOUT BEYOND THE VALLEY...

Beyond The Valley, fashion brand and one of London's leading destinations for design innovation is a concept store that stocks products from over 50 new designers at any given time. It provides a regularly changing showcase of fashion, jewellery, illustration, 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. Beyond the Valley is the creation of Central St. Martin Graduates Kristjana S Williams and Kate Bonhote. Stockists include Asos.com, Farfetch.com, with the whole collection available in-store.

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