

Beyond The Valleys



Press Release July 2006

Set up by three Central Saint Martins graduates, Beyond the Valley® is a spingboard for new designers to launch themselves into the fashion, art & design industries.

From both our high profile retail store & gallery on Newburgh St, Soho, and our new online store, we currently sell, showcase & promote the work of over 100 young artists & designers.



Products in-store range across fashion, fine art, books, photographic prints, furniture, wallpaper, design products & accessories. The majority of which are 'one-off' or have been produced in limited runs by the designers themselves.

Beyond the Valley's London Store was established in October 2004 by Central Saint Martin's graduates Jo Jackson, Kate Harwood & Kristjana S. Williams after they realized the difficulty in transition from student practice to commercial recognition, after getting very little help themselves once leaving university.

Since starting out a little over 18 months ago, Beyond the Valley have helped over 150 designers, launched their own brand clothing label, opened their first international temporary store in Helsinki, upgraded their London location to a larger spot on Newburgh St and launched an exclusive fashion collection 'Darkside of the Valley' for Topshop - Oxford Circus. The team were also awarded the Shell Livewire Young Entrepreneur of the Year 2005 award for London South.

After the overwhelming response to the first international temporary store in Helsinki, (May -July 2005), the group have now set their sights on other key destinations for guerilla projects. The shortlist includes Tokyo, Berlin, New York & Paris.

Beyond the Valley now offers further support with their in-store exhibition and studio spaces, manufacturing/wholesale, and promotion through international events and guerilla stores.

Beyond the Valley will be playing an active role in this year's London Design Festival, spreading out over the Carnaby area to create some rather dark & curious experiences, under the banner of...

WÜNDERVILLE: astounding oddities from beyond the valley.

A collective show of over 15 designers, creating the sensation of all sensations. Set across multiple locations in the Carnaby area, featuring the Strong-Horse Woman, the Freak Peep Board, the Amazing LE GUN Drawing Machine, and the Cakes of the Damned. (See separate Wunderville press release for more info)

For more details on Beyond the Valley® store, services or events please contact:

Jo Jackson
+44(0) 7711 200 320
+44 207 437 7338
jojackson@beyondthevalley.com

2 Newburgh Street
London W1F 7 RD
info@beyondthevalley.com
www.beyondthevalley.com

