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Nigerian Fashion Label, Grey, Shows During London Fashion Week At The International Fashion Showcase A/W 2015

London, UK 20th February 2015 For the international Fashion Showcase 2015 (IFS), Grey will present a 'Metamorphosis Collection' specially made by Co-founder and Creative Director Rukky Ladoja. The term 'metamorphosis' refers to the brand's strength for manipulating and elevating fabrics. Christened with lyrical names, each designed garment reflects aspects of the brand's aesthetic and journey thus far. The collection is composed of a bevy of textures in shades of arresting blue.

The pieces in the collection are as follows:

LUNA: Luna, also known as 'The Upcycler' was inspired by the growth of Nigeria as a country. With the Luna, the upcycled fabric referred to is called 'aso oke', a traditionally hand loomed cloth woven by the Yoruba people of south west Nigeria. Despite the nation's challenges, it forges on and strives to find new ways to meet the demands of its people; this linear panelled, pencil-cut midi blue dress is a reflection of how different pieces combined together, can create something beautiful and useful for the benefit of the masses.

NADIE: Grey is passionate about preserving the craft and skills of artisans in Nigeria. Nadie is a royal blue, silk, midi smock dress with handwoven details. The weaving detailing reflects a Latticework framework consisting of a criss-crossed pattern of strips. Its Racer front, high neck and wavy hem give it a distinct appeal. With this dress, Grey celebrates the nation's artists whose talented hands and vision create handwoven baskets, clay pots, shoes and more. The dress is also a showing of gratitude and respect for the artists who created Nigeria's history, forging a path for the craftsmen who came afterwards.

RONKE: As the years go by, Grey finds new ways to show the strength and growth of the Nigerian and West African creative industry by collaborating with select artists. In a bid to create a print inspired by various elements of African décor, Grey partnered with Lagosian artist/illustrator Karo Akpokiere. Inspired by the Yoruba (one of the largest Nigerian tribes) version of a blouse and wrapper, which is known as an 'Iro and Buba': Ronke was born. She is an abstract West African print two-piece ensemble, consisting of a collared blouse with gathered sleeves and faux-wrapper skirt.

ELLA: Continuing with its use of hand woven techniques, Ella stays true to Grey's aesthetic in the shape of a blue, intricate, jacquard woven print smock paired with matching tapered trousers. This modern and Nigerian interpretation of the classic streamlined 'Dress over Trousers' look, shows one of the ways in which Grey experiments with interesting fabrics and patterns to create sophisticated wear, perfect for evening events.

ASE: This royal blue, laser cut, fitted midi dress made out of silk twill blend continues Grey's experimentation with the laser cut technique. Ase's high neck and overblown raglan cut sleeves reflect

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the brands' exploration, reassertion and vision of its identity by pairing statement design and contemporary detailing with functionality.

About Grey

Launched officially in 2010, Grey focuses on merging design and quality with affordability. Co-founder and Creative Director Rukky Ladoja, set up Grey to provide stylish options for women looking to feel modern and confident at a reasonable price. Interweaving subtle African techniques and prints through its collections, Grey fuses colourful and luxurious fabrics to create timeless pieces that appeal to a cosmopolitan demographic. The brand has become renowned for manipulating and transforming fabrics into other entities, thus creating new identity and vision.

As well as being a recurring staple designer in Africa's leading fashion show: Lagos Fashion and Design Week (LFDW); an initiative sponsored by the British Council and Style House Files, Grey has also won prestigious awards like the British Council's, LFDW International Fashion Entrepreneur Of The Year award.

About IFS 2015

During London Fashion Week, A/W 2015, The British Council and British Fashion Council will present 110 emerging designers from nearly 30 countries in the largest public fashion exhibition of its kind. The annual exhibition now in its fourth year, is free of charge and will take place at Brewer Street Car Park in London during London Fashion Week between 20-24th February 2015.

The exhibition covers four continents and is arranged by country, with each presenting a curated static exhibition featuring a group of the most exciting new international emerging designers.

In a prize-giving ceremony during London Fashion Week, industry experts will select a country, a curator and a designer, awarding them with a trophy designed and created by emerging Brazilian jeweller Fernando Jorge. The panel is chaired by Sarah Mower MBE, BFC Ambassador for Emerging Talent and European Editor-at-Large of Vogue.com.

Grey Website: <http://www.begrey.com/ng/>

Grey Facebook: <https://www.facebook.com/BeGrey>

For more press information, please contact:

Biki John, London PR Consultant

Email: biki@bikijohn.com

Number: + 44 (0) 7508 351 515

UK STOCKIST

Zere Fashion House
Sheffield, South Yorkshire
England

www.zerefashionhouse.com

+44 7796 968929