



Shrimps AW20 Show

For AW20 Shrimps celebrates the British wardrobe and its ultimate icon, The Queen. Royal style has consistently offered every occasion a sense of ceremony and elegance, from the countryside on horseback to the ballroom at Balmoral, all whilst championing a fearless approach to colour.

A similar love of colour remains at the core of every Shrimps collection. This season vivid fuchsia pink punctuates a palette of royal blue, pastoral green and ceremonial white, whilst illustrated horses and a 'Royal Garden' print reimagine the Queen's hobbies in Shrimps' whimsical signature style. The collection's dresses incorporate refined draped necklines and dramatic leg of mutton sleeves to offer a contemporary take on classic ball gown silhouettes. Scottish tartans, another royal wardrobe essential, appear throughout in traditional wool sourced from Scottish mills and as a faux fur jacquard. Shrimps is also excited to introduce a faux sheepskin in royal blue made from recycled materials.

Intricate embellishments on bags and accessories add a regal touch to looks, including embroidered bun covers, faux fur-trimmed hats and 'sea glass' inspired jewellery; floral motifs reference the blooms of royal gardens. Elsewhere, sustainably sourced woollen balaclavas nod to a more utilitarian side of Her Majesty's wardrobe.

About Shrimps

Shrimps is a fashion label from London-based designer Hannah Weiland, launched in 2013. With a background in History of Art and a diploma in Surface Textile Design from the London College of Fashion, Weiland takes her inspiration from the witticisms of modern art and a playful engagement with pattern and texture.

Shrimps grew from faux fur outerwear, bringing the material to the luxury sphere and leading the conversation on cruelty free fashion. The brand now has a full ready-to-wear offering and is renowned for its accessories.

Credits

Styling - Tom Guinness

Production - Blonstein

Casting - Holly Cullen, Webber

Hair - Sarah Jo Palmer, D&V / Bumble and bumble

Makeup - Celia Burton, JAQ / Glossier

Nails - Loui-Marie Ebanks, JAQ / Peacci

Shoes - Sorel & Dr Martens

Hosiery - Falke

Music - Fred Macpherson

Contact

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