



Helen Anthony

**Helen Anthony FW'22**

**Artisan Liberation**

**This season we see Helen Anthony launch the Autumn/Winter 2022 collection, 'Artisan Liberation' digitally at London Fashion Week.**

A follow up from the renowned SS'22 collection, this seasons see's craftsmanship, freedom and romance, which is every bit woven into the brands DNA.

The all-encompassing Creative Director uses shape, structure, and silhouette in this sensational line up, with hard hitting idiosyncratic tailoring, the rebellious and rule breaking designer pushes the social norms and stays away from gender conforming stereotypes.

With a boundless approach towards self-expression, 'Artisan Liberation' is redefining individuality and self-acceptance. Using que cards from the powerhouse decade of the 1970's, the collection sees a parade of prints that seamlessly sing to the same tune and adorn his staple looks. Vibrant pattern play, bold colours and bohemian bravery tie together this love of freedom. Oversized tailoring allowing him and her to share this multi-colour wardrobe of liberty. Tailoring kept to his masterful ways, welcoming back longline coats, oversized panels and shoulders wide enough to own every room.

It encompasses the creative director, Naeem Anthony's, 'all or nothing' mindset, with the contrasts between lengths, textures, and colours. The array of different colours used in the collection represent different cultures and diversity. This compliments the exclusive Helen Anthony checked and tartan fabrics that are also used in the collection.

Each piece is created using a variety of fabrics from cashmere wool and tartan to velvet and sustainable vegan leather. Some pieces are created out of a mesh that is embellished with either pearls or sequins that have been hand-embroidered using meticulous skill. The Helen Anthony exclusive print fabric is used to create flowing gowns, three-piece suits and scarves, leather and monogram print unisex bags and accessories. With an abundance of sheer fabrics that bare all to latex three-piece suits that characterise the body's contours. The uncompromising gold accents of smooth metal hardware embellish the collection with a robust yet unsettling glare of intent.

Helen Anthony is proud to use mostly sustainable fabrics that are made in the UK in collaboration with Huddersfield Fabrics and Lochcarron of Scotland. All of the highly skilled hand embroidery in this collection was done by S.N Murarka.

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