

For Spring Summer 2023 Jayne Pierson launches her collection 'ARCHIV'.

The collection follows on from AW22, mixing resort and spring summer 23 whilst also highlighting silhouettes from the last decade. The collection is crafted from leathers, chiffons, and shearling, hard meets soft resulting in a sensuous feeling. Referencing pop culture meets couture which is also reflected in the casting of the show celebrating womanhood in all its forms. All garments are hand-crafted and made sustainably in Jayne's design studio in West Wales.

This season SS23 Jayne Pierson officially shows ON Schedule as part of the British Fashion Council's, London Fashion Week.

Jayne Pierson will showcase an exclusive, invitation only catwalk show at the Hyatt Regency London, The Churchill, 30 Portman Square, W1H 7BH on the 17th of September 2022 at 8:30pm until 11:30pm with show producers, Vivz World Fashion Week.

Award-winning (ASVOFF) designer, Jayne Pierson, has received celebrity, media and public praise and continues to build season upon season in establishing the brand as a unique concept; an "art driven" fashion house with no limits.

Jayne Pierson creates directional, luxury womenswear that redefines the female form in empowering and uncompromising garments in leather pleating, luxe woven fabrics, future print, silks, and draped leathers. Juxtaposing innovative material directions with avant-garde details inspired by a warped sense of history and intangible glitches in space and time, where historical references get confused and hybrids emerge, the collection encompasses high-end details and signature premium finishes.

Jayne Pierson will work with long-tern friend and collaborator, iconic stylist, Scott Robert Clark. Scott has worked extensively within the fashion industry for over twenty years as an editor and stylist with Hunger magazine and photographer Rankin.

CATWALK SHOW

London Fashion Week - Saturday 17th of September 2022 - 8:30pm - 11pm

Hyatt Regency London, The Churchill, 30 Portman Square, W1H 7BH

RSVP: fashionweek@thepop.group

AFTERPARTY

Jayne Pierson – Details to follow

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