



Sarah Regensburger : "I AM A REBEL" – Season 22

German born, London based with Iranian heritage - Regensburgers diverse upbringing has provided a unique passage of creativity with no boundaries, allowing Sarah to showcase her artistic freedom and celebrate likeminded individuals through her label.

"I AM A REBEL" quite literally does what it says on the tin, Regensburger hand selected thought-provoking individuals to feature in her latest campaign, their one common dominator being that they are all rebels, rule breakers and good time miscreants. Regensburger philosophy is quite simple, 'be a badass that does good', this approach has garnered a mighty following of fiercely loyal customers who, like her, support the vegan and sustainable movement by making positive steps to help future generations.

"This collection was a lot about the personalities of the models, the make-up and looks they are wearing had to fit their personalities, this was key for the inspiration for the campaign and the imagery. At the same time, we wanted to create a dark, rebellious mood to tell the story of the collection. With each movement and pose, we wanted the models to express themselves. All of the models are unique, and have their own stories, they are very strong and interesting, we wanted to highlight that with the campaign. The whole team for this campaign was feminine so we wanted to share this energy with the world", **Sarah Regensburger**.

Bamboo fur and cactus leather make up some of the unexpected materials which complete this line, Sarah's desire to utilize alternative fabrics that don't harm the environment have been perfectly encapsulated to fall in line with her core beliefs. The mix of glamour vs punk was intentionally blurred, it showcases a fun and unique approach to Sarah's aesthetic, with each garment created to work as a look or separate with a traditional fit for a modern silhouette. Sarah introduced her own print for this season, which was created in Italy, everything is made in Europe in limited runs, her clients love this "miss it, miss out" style of production, knowing they own a very special piece from a one-of-a-kind label championing a plant-based approach to design.

"Even though I always dreamt about having my own brand, it was always far away from reality. Moving to London really changed a lot and was one of the biggest inspirations in my journey. At that time, I became vegan myself and changed my lifestyle completely, so this has been a big transition for me. When I was thinking about creating my own brand, I fell in love with the idea of sharing my values with the world and creating a brand that only uses animal-free materials. I saw a gap in the market that would serve badass looks whilst being transparent about the materials, the production, and the process. I just had to create this label to show the world that vegan clothing can be beautiful and badass at the same time". **Sarah Regensburger**.

Sarah Regensburger the label started in 2019 and sits within the British Fashion Councils family of independent design houses. Garments are available to buy directly through the Sarah Regensburger websites as well as a independent e-commerce's who champion young design.