

First Savile Row Women's Tailoring House Showing at London Fashion Week

Saturday 19th February 14.45 PM; Banshee of Savile Row will release their London Fashion Week short film presenting their new tailored collection. A screening will be held on the day, with an interactive demonstration of making onsite and a salon presentation of their new collection.

Directed by Lee Malone, the short film is set in the sprawling gardens of the Birr Castle Demesne, providing the perfect backdrop to the euphoric mood of the collection. Through wide, open shots the camera captures model Emily Meuleman in the idyllic Irish countryside showcasing the capsule collection. Entirely made by hand, cut from sustainably sourced cloths from England and Italy, the collection is comprised of signature Banshee silhouettes, with flared trousers, belted waists, soft shoulders and bold lapels. The cloth sets the mood. Filled with light seersuckers and linens, sumptuous velvets and corduroys, the tone of the garments is one of uncompromising elation. The collection wasn't conceived with a particular season or trend in mind; instead, the dynamic materials, colours and textures are deliberately used to evoke feelings of freedom and easy, cool confidence.

“We wanted to create a considered collection that is the antithesis of the claustrophobia we've been collectively experiencing over the last couple of years. A bold return to glamour, the garments were conceived as a way of breaking free, endowing the Banshee woman with power, confidence and an appetite for fun.” - **Ruby Slevin, Creative Director, Banshee of Savile Row**

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About Banshee of Savile Row

Banshee of Savile Row was founded on Savile Row in 2019 by Irish/Italian couple Ruby Slevin and Rocco Tullio. Harnessing years of experience garment making on Savile Row, Ruby Slevin brings technical expertise and a keen eye to detail to the collaboration. Rocco Tullio, educated at the Charles Cecil School of Fine Art, draws on his experience in design while working as a visual artist to inform the brand's aesthetic. Together, the pair are encapsulated by the name 'Banshee of Savile Row', a modern reimagining of powerful female symbolism. A reflection of their creative ideals and joint passion for the finest traditional tailoring techniques, Banshee are committed to working ethically, working exclusively with natural heritage fabrics sustainably sourced from the best mills in the world. Each Banshee of Savile Row garments is made to order, and completely bespoke, ensuring integrity, quality and longevity.