

EDELIN L'EE

SPRING SUMMER 2023

LONDON FASHION WEEK
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*"You only have to look at the Medusa straight on to see her. And she's not deadly.
She's beautiful and she's laughing."*

Hélène Cixous, *The Laugh of the Medusa*

EDELIN LEE continues to explore the relationship between women and power this season, by focusing on depictions of female power in western mythology. Fashion has always been a tool of self-authorship for Lee and her latest collection considers the source of this storytelling at its most potent: in the myths that shape our unconsciousness. While history has often depicted female power as dangerous, be it political, economic or physical, a reexamination of these images can in fact reveal great beauty.

"For me, a powerful woman is a woman connected with her authentic self. Stepping back in time to explore the origins of that power, I was struck by the danger that had come to typify strong women who went against the grain. The stark rendition of female power as threatening was at its most potent in mythology. The collection pays tribute to the beauty within that danger, to the heroism of women fighting to be themselves."

The collection pays homage to female figureheads whose adorned bodies were symbols of their power – the twisting snakes of Medusa's hair, the gladiatorial uniforms of the Amazonian warriors, and the ethereal, draped gowns of the goddess Athena. Mythical female attire embodies the origins of female power – the armour-like protection that clothing offers us, the intuitive movement they afford us, their sensuality, and the goddess-like qualities they bestow upon us if we let them."

The house has worked to create simple, yet bold silhouettes that retain their feminine mystique. Each piece in the collection is cut and tailored precisely to the female form, to both flatter and protect the wearer. One-shouldered bodices, cropped cuts, and slits all gracefully reveal, whilst a plethora of sleeve and body drapes subtly conceal. Within the collection, EDELIN LEE experiments with manipulating fabrics by creating self cordings, rouleaux, knots and tassels; ruching, gathering, and embellishing with the brand's signature ivory fabric-covered buttons, buckles and fastenings. These decorative elements soften and enhance the structure. Flowing rouleaux and twisted drapes around the waistline and shoulders evoke images of the goddess, curved and sinuous.

The house's signature Flou Bubble Jacquard fabric is shown in Malachite, Scarlet, Cerulean, Ivory, and Navy. A heavyweight Georgette Champion is cut in Lemon, Laguna, Navy, Ivory and a fluid, lightweight Georgette Crinkle in Ivory, Mint, Chromium Blue and Flame. A delicate silk abstract print shimmers with Lurex and adds a playful lightness to the collection.

NOTES TO EDITORS

EDELIN LEE is a British-Canadian, London-based designer whose work has been worn by Alicia Vikander, Olivia Colman, Sharon Horgan, Sally Hawkins, Helen Mirren, Gemma Chan, Karen Elson, Taylor Swift, Phoebe Waller-Bridge, Ciara, Naomie Harris, Cynthia Nixon, Ruth Negga, Lashana Lynch, Amy Fine Collins, Queen Rania of Jordan and Solange Knowles. Her thoughtful approach features forward-thinking concepts about femininity, precise cut and refined craftsmanship.

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FASHION	Katie Felstead
PHOTOGRAPHER	Brian Rankin
ART DIRECTOR	Kyung Roh Bannwart
MODELS	Doris Aseka Marcele Dal Cortivo
HAIR	Dimi Balev @ TONY&GUY using label.m Professional Haircare
MAKEUP	Eoin Whelan
STYLIST ASSISTANT	Lily Rimmer
PHOTO ASSISTANT	Wynston Shannon
LEGWEAR	Falke
UNDERWEAR	commando
CRAFT SERVICES	Annabel Wightman
BTS VIDEO	Ryoko Tanaka / Jake Knight [Ne-o]
BTS PHOTO	Peter Smith
SHOW PRODUCER	Tom Burke
PRESS	Stephen Lawton @ The 223 Agency
WEBSITE	Neo Khama
STUDIO	Gursen, Abdul, Mister Suleman, Shannon, Lucy, Eddie, Ginevra, Sharif, Naima, Kadir, Nadja, Andrew, Millie, Jane, Sophie, Ryan, Linda, Mr & Mrs Lin, Rodita, Harper
SPECIAL THANKS	British Fashion Council, Caroline Rush, Stephanie Phair, Sian Westerman, Barry Taylor, Tet Yap, Julia Howe, Alice Lamaison, Trupti Shah, Mark Lord, Aryana Khan, Selvi May, Anda Rowland, Polly Bradshaw, James Harmer, Micol Spinazzi, Harry Wellesley-Wesley, Stacey Langham, Ryan Hubble, Belle Chen, Burke Turner, Noah Markson, Roger Michael, Young Joo Lee, Kenneth Lee, Lynne Carr, Eytan Tigay, Elina Chow, Peter Towse, Howard Tangye