



Press Release, 1st September 2010

## Lee Klabin Fashion Week 2010 Hold That Thought

Lee Klabin launches her Spring/Summer 2011 collection 'Reflections from Within' showcasing in London and Paris during the Fashion Week season. Paris Fashion Week will also see the opening of a Pop-up store, a concept 'Thought Boutique' where the inner workings of the brand and all the thoughts behind it are seductively revealed in a collaborative presentation with fellow artists.

'Reflections from Within' celebrates the 'unexposed' woman. From her deepest foundations and most secret inner thoughts to her enticing outer curves, the woman's form is highlighted through illusions of depth with the S/S 2011 collection playing on transparency and volume. It is a collection that encapsulates a strong, independent woman who is drawn to the beautifully sculpted asymmetric designs, which add another dimension to suggestive femininity.

The feminine silhouette is emphasized by a drape that sweeps throughout the garment with no boundaries between the front and back of the designs, allowing fabric to flow over and in-between a woman's curves. Light jerseys, silk crepe wools, an in-house designed mystical print chiffon, silk organzas and light, summery leathers make up the collection of forty unique pieces. Incorporating details such as raw edging and exposed fastenings, with soft pleating throughout, the designs continue to be architectural and sculptural celebrations of the most beautiful form there is, the woman herself. Tapping into the brand's background in contour corsetry and combining it with a sharp and modern approach to tailoring, this collection promises a breath-taking showcase of the brand's signature elements with techniques that are new to this season.

Lee Klabin continues to push ahead in her mission of fusing disciplines and ideas with a unique range of artists and designers. This Paris Fashion Week, she has commissioned designers Michele Gauler and Marina Os. to create the brand's first Pop-Up store. The 'Thought Boutique' has been developed to give customers the opportunity to step inside the mind of a woman and discover a piece of the Lee Klabin story. With art installations made from over 1000m of wire, inspired by the brand's three-dimensional structures and quotes from inspiring artists, scientists and thinkers, the 'Thought Boutique' is transformed into a poetic back-drop for the collection presented by Lee Klabin.

This fashion week sees the brand's concept, titled 'Hold that thought,' explore and expand on the contrast between a woman's psyche and the preconceptions of women in fashion, through designed space and the collections. The female body is to be understood and celebrated.

Autumn/Winter 2010 collection 'Frozen Motion,' will be available for purchase from the 28th of September until the 24th of October at the 'Thought Boutique' in Paris.

**"Nothing in life is to be feared, it is only to be understood."  
– Marie Curie**

London Fashion Week Showroom: 17th - 22nd September, 09:00 to 20:00hrs  
Cocktail Reception Friday 17th September from 18:00hrs  
Office 1, First floor, 78 Kingsland Road, Shoreditch, London E2 8DP

Paris Fashion Week Showroom: 28th September - 7th October, 10:00 to 18:00hrs  
'Thought Boutique': 28th September - 24th October, Monday to Saturday 10:00 to 18:00hrs  
14 Rue du Vertbois, 75003, Paris 3eme, France

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