

# BEST OF LONDON FASHION WEEK SPRING/SUMMER 2014

Words by **Tosha Cole Clemens**

For a single week, London was transformed to the hub of fashion for industry figures and celebrities who were there to commemorate London Fashion Week. Out of several stunning fashion shows, we at IN Magazine have picked our favorites for you.

**Day one**  
**Bora Aksu** is known for "the cocktail dress," and a signature style of contrasting components, showing romance with a rigid edge. "The inspiration started with the beauty that comes from a fresh summer's morning; that clear blue sky, whispering clouds, clear still waters and refreshing scents," says Aksu. The collection represents a classic feminine look with unique style details and clean lines. The color palette is soft yet bold, promoting white, blue, pink and yellow. The fabrics are lightweight, smooth to the touch and flow nicely with the movement of the body.



**Day 2**  
**Julien Macdonald** is known for conspiring extraordinary gowns on the red carpet. The collection is based on metallic influences with a high attention to detail. The embellishments are strategically placed to enhance the hourglass feature. "My designs are sexy, high octane, powerful and liberating," says Macdonald.

**Day 3**  
**Temperley London** is known for a feminine and enduring collection. The Temperley London lady is "A sexy, strong, well-travelled and confident woman. She knows her own identity but yet is comfortable enough to experiment with different styles and shapes," says Temperley. The collection is embodied by incredible embellishments, lively patterns and a unique artisan technique. The color palette is mixing highs and lows to bring a uniform look. Fabrics drape perfectly on the body to maintain definition. Temperley London dresses can be seen on Catherine, Duchess of Cambridge, Florence Welsh, Demi Moore and Jennifer Lopez.



**Day 4**  
**Tom Ford** has been known for his time spent designing for Gucci. However, over the last several years he has been making a name for himself. The collection is bold, daring and artistic to say the least. The diligence to the creations is fascinating. The saturation of the colors is dark and more intense. Showcasing leather, lace, netting and embellishments, each piece was precisely constructed.

**Day 5**  
**Maria Grachvogel** is known for cut trousers, incredible prints and jumpsuits. Grachvogel goes against the traditional pattern making protocols to create an unconventional drape on the body. When asked to describe her ideal client, Grachvogel says, "It's all about attitude. A strong, confident woman is drawn to my collection. She has an innate sense of her own style but is also willing to trust me to try something new." The collection is chic casual with a touch of masculine elements. The fabrics are airy, meant to stand-alone from the body. The colors are delicate so the intentness can be on the silhouette.

