

LP.BG

Once upon a time, in a grand hotel called Claridges, two friends named Ben and Lily were sampling the delights of the Martini menu when the germ of a great idea started to form. Bemoaning her inability to find a fabulous dress for her birthday Lily began sketching her vision of the perfect dress on the hotels napkins... Several Martinis later, fired up by their excitement over the dress that was developing, the two girls decided to retire to a room in order to continue designing. As they worked through the night the girls soon realised that there were many perfect dresses that they longed to be made and as they talked, collaborated and sketched the sun began to rise...

After a few snatched hours of sleep Ben and Lily sat down to breakfast and to the realisation that their seemingly fanciful idea could actually become a reality. Already used to altering their own vintage pieces in order to make them their own it now appeared that the next logical step was to start designing their own collection....

To those who know them it is perhaps surprising that these two had never happened upon this idea before; not only are they firm friends who take a collaborative interest in each other's style but both have been working in fashion for some time.

Lily did her postgrad at London College of Fashion and since then has worked for Henry Holland and Richard Nicoll as studio manager and pattern cutter, along with lecturing at Middlesex and Kent Universities.

Ben meanwhile has been modelling for seven years and has inspired designers as diverse as Christopher Bailey, Helmut Lang and Karl Lagerfeld. She has been a muse to Richard Nicoll, with whom she has worked closely with for six seasons. In the last few years Ben has chosen to concentrate on working with new designers on the London scene and has become increasingly involved in the process of fashion. As a model who has always been an active inspiration to those she has worked with setting up her own label is a natural next step.

Drawing primary inspiration from their own vintage pieces, along with an image from a 1976 US Vogue story, the finished collection never-the-less betrays the pairs more modern sensibility in its colour palette and shape. The motivation for each piece has been the girls own experience of the power that an item of clothing can bestow on the wearer and their own desire to feel great in what they're wearing. With its focus on finishing and use of luxurious fabrics that drape beautifully, LPBG clothes empower the wearer by flattering the lines and shapes of a woman's body.

Because of this intense attention to detail, for their first season Ben and Lily have decided to produce a capsule collection; a concentrated version of what the label is about, where the priority will be on the perfect cut, finish and fabric as well as design in order to create a host of 'perfect' looks for any woman.

LPBG will be presenting their capsule collection during London Fashion Week; date and location tbc

For more information please email info@wearelpbg.com