



BRAND PROFILE

Wild & Gorgeous was established in 2006. Our original aim was to make beautiful clothes for gorgeous girls. In 2016 we rebranded to Wild & Gorgeous and launched our first boyswear collection. Our aesthetic is classic with a twist, a hint of fashion forward and a pinch of attitude. We love to use beautiful and unusual fabrics. We want children to feel special when they are wearing Wild & Gorgeous.

Sophie Worthington and Lucy Enfield are the founders and designers. Lifelong friends, they both grew up in London where they were heavily influenced by the street fashion of the 70's, 80's and 90's. They were lucky enough to have been at the inception of some of fashion's most important movements from flower power to punk and the new romantic era from where they still draw inspiration.

Sophie and Lucy work closely together on every design and are directly involved in each stage of putting the collections together, from initial sketches right up to the final garment. Great importance is placed on achieving a flattering cut, beautiful colours, unusual fabrics and embellished detail. "Our close friendship means that we have an understanding of each other's creative tastes and so we are able to work well together on our designs and if one gets stuck the other has a solution. It is almost impossible with many of our pieces to say who came up with the initial look, as so many layers of development and collaboration have been added onto the original silhouette", Sophie Worthington (Co-Founder).

Wild & Gorgeous started out as a tiny business run from our kitchen table and selling to friends. We now have 2 London shops in the fashionable locations of Notting Hill Gate and Primrose Hill, a website that ships orders to retail customers worldwide and a wholesale business that supplies beautiful boutiques and department stores all across the globe.

wildandgorgeous.co.uk