

Miss L. RAY

AW '17 Collection

There is a girl, unafraid to do things her way, pursuing whatever makes her feel happy. An independent spirit who treads her own path, she inspires others to do the same. She is a girl warrior, a rock & roller... a free spirit. She is feminine, but her femininity lies in her attitude.

Our AW17 Collection is about an attitude and the strength of character.

It takes inspiration from 1930's movies like Adventures of Huckleberry Finn and Marx Brothers in spirit, fusing it with an attitude of the early 80's London, resulting in an androgynous look with clean silhouettes and impeccable tailoring.

This collection is abundant with unexpected details such as asymmetrical and irregularly pleated skirts, jerseys with ruched sleeves, oversize collar detail on a classic shirt, tailored Marine inspired coat with sleek silhouette in the front and unexpected draping and pleating at the back.

We experimented with different fabric qualities and textures, juxtaposing heritage checks and the futuristic quilted fabrics resulting in an urbane and modern look.

Key Items: wraparound asymmetric skirts, tailored dresses, jersey tops with ruched sleeves, Italian cashmere chunky knit sweaters, boyish tailored oversize coats, cartoon inspired handmade "Shadow" necklaces.

Key Colours: Inspired by the Scottish Highlands such as Moss Green, Beige Tartans, with the pops of the Electric blues and Rust colours

This collection is abundant with "no-fuss" staples that are loose and comfortable enough for an everyday cool. There are countless possibilities for the girls to create their own looks, finishing them off with funky, cartoon inspired Necklace Shadow and resulting in an edgier look.

After visiting us at the recent trade show, the UK Fashion and Textiles Association summed up our collection perfectly: "Miss L. Ray brings quirky sophistication with an edge to their childrenswear brand for girls, with input from girls themselves resulting in unique and wearable designs".