

HOLLY FULTON

SPRING SUMMER 2010

This season Holly Fulton's vision for Spring Summer 2010 is perfectly encapsulated in Eduardo Paolozzi's *Wittgenstein in New York* with its vibrant use of colour and homage to Art Deco architecture.

In Holly's imaginary trip into this New York, the women who populate the city take their cue from the ice cool exterior of Jeanne Moreau in *the Bride Wore Black* and have a self-assured, graphic yet sexy vibe. They are attending the opening of the Empire State Building dressed in fabulous clothes with a psychedelic twist, brochure in one hand, glass of rum in the other.

Silhouettes are simple yet sharp, with robotic influences inspired by the suave sophistication of Robert Palmer's women in the cult video *Addicted to Love*.

Pop Art Skyscrapers have been abstracted and translated into bold hand-drawn graphic prints, with Holly's signature embellishment in Perspex, Swarovski crystal and metal adorning necklines and covering mini-dresses to create the feel of one giant collaged form of jewellery.

Monochrome is essential to the colour palette this season, whilst flashes of acid yellow, bright turquoise and orange are contrasted against surface decoration.

Luxury hand cut-out patent leather, habotai silk and lightweight wool are layered with printed silk jersey and accessorized with Holly's statement necklaces to complete the look.

Holly Fulton is the winner of Young Designer of the Year Awards at the Scottish Fashion Awards, and this is her second season showing with Fashion East following her debut in February 2009.

