

Cotton collaboration hits London catwalk

COTTON USA turned the spotlight on design duo Meadham Kirchhoff's innovative designs using premium cotton fabrics at London Fashion Week

COTTON USA has a knack of picking the most exciting new fashion creators for its sponsorship programme, which highlights the use of premium U.S. cotton in the fashion industry. This season it's done it again by working with Meadham Kirchhoff – one of the hottest young design partnerships around.

As part of its ongoing commitment to encourage and support emerging talent, COTTON USA sponsored Meadham Kirchhoff's spring/summer 2010 collection during London Fashion Week.

The pair behind Meadham Kirchhoff, Englishman Edward Meadham and French born Benjamin Kirchhoff, are the latest in a long line of designers who have benefited from the programme, including Preen, PPQ, Nathan Jenden, Sinha-Stanic, Gardem Paris and Deryck Walker and, naturally, they were delighted to have been chosen.

"We are flattered to have been selected for the COTTON USA sponsorship and look forward to building this relationship," says Edward Meadham. "We are always keen to feature cotton in our collections. It's such an exact material to work with – it always drapes and falls so elegantly."

COTTON USA International Marketing Manager, Stephanie Thiers-Ratcliffe, believes Meadham Kirchhoff is the perfect sponsorship fit for COTTON USA. "We have a strong commitment to supporting up and coming designers and the duo represent some of the hottest fashion talent out there," she says.

Meadham and Kirchhoff both graduated from Central Saint Martins College of Art & Design in 2002 and launched their womenswear collection at Fashion East in February 2006. Since then they have developed a distinctive design philosophy that mixes disparate elements from street and sub cultures to the highest level of couture, re-interpreting, perverting and distorting classic ideas.

In the spring/summer range, which



Meadham Kirchhoff
LFW catwalk show



Naturally!

**MEADHAM
KIRCHHOFF**

combines sporty elements with the softest and most delicate vintage pieces, Meadham Kirchhoff has explored the familiar and the banal. Purity, emptiness, illusion and disillusion are the themes that define strong sculptured pieces inspired by ancient Greece and the pair further experiment with excessive draping and exaggerated volume.

Choosing premium cotton fabrics, including canvas and voile for trousers, muslin for shirts and dresses and oxford shirting for draped shirts and skirts, shows how versatile and exciting such fabrics can be in the hands of creative designers.

Meadham Kirchhoff's ingenuity is certainly having an increasingly big impact on the UK and international fashion scene, with the inspired twosome even credited with originating trends ahead of some of the top designers.

The pair have designed collections for Topshop, undertaken commissions for Kylie Minogue and the Danza Ballet and acquired an impressive list of followers and supporters, including Anna Wintour, Alexandra Shulman, Sarah Mower, Alexa Chung, Cathy Horyn, Diane Kruger, Courtney Love and the Olsen twins.

In the past year the Meadham Kirchhoff label has notched up 199% value growth and is now stocked by selected stores in 14 countries, including Browns in London, Maria Luisa and Printemps in Paris, 10 Corso Como of Milan, Opening Ceremony in New York, Los Angeles and Tokyo and Podium of Moscow.

Like other designers before them, Meadham Kirchhoff will surely gain from the COTTON USA sponsorship programme. It gives young fashion talents a chance to raise their profile and develop their design vision while at the same time illustrating the special qualities of U.S. cotton and why it continues to be fashion's favourite fabric.

For more information about COTTON USA email: sthiers@cotton.org or visit: www.cottonusa.co.uk