

The LondonEdge 2013



Isabelle Batz



Bettie Page



Dark Candles



Hell-O-Margo

LondonEdge attracts an array of new collections from all over the planet.

Acclaimed for its assortment of alternative fashion, footwear and accessories brands, LondonEdge continually present some of the most creative, exciting 'niche' collections in the world.

September's show will see the highest number of new, first time exhibitors on the trade show floor since its early days and visitors can peruse over 50 never seen before collections.

With a reputation for attracting a high percentage of overseas buyers, LondonEdge has always been recognised as a global show. The show in September will further support this claim by introducing an array of innovative & exciting new overseas brands.

Joining the throng of LondonEdge Original and Fashion exhibitors will be USA based brand **Dark Candles**. The originator of gothic and horror themed candles, this unique candle and home fragrance collection is perfectly suited to those with dark and eccentric tastes. Hand prepared, Dark Candles' products are scented with pure,

uncut fragrances, richly scented and deeply coloured all the way to the core.

Also hailing from across the Atlantic, **Faux Real** a novelty t-shirt brand will be showcasing their one-of-a kind 3D printing technique for the first time in the UK.

Exhibiting a line of men's, women's, infant and youth styles, Faux Real T's, dress's and infant rompers are the perfect combination of quirky, funny, and scandalous pictures for consumers who want to stand out from the everyday fashion crowd.

Isabelle Batz (USA) will be showing her edgy and very unique clothing designed for women who view self-expression through shape, texture and colour. This classic dark glamour and ultra futuristic collection is influenced by a deep love of science fiction and artistic dreams – a brand that is bound to be a showstopper on the show floor.

Vintage and 50's lovers look no further than **Bettie Page**. Paying homage to the 1950's iconic pin up, **Bettie Page** clothing boutiques have a presence in the US from Vegas and LA to Boston and New York and LondonEdge are thrilled to welcome them to London.

The line reflects the beauty and mystery of women and presents a range of retro inspired clothing including pencil and circle long skirts, punctuated with the feminine touches of bows, frills, pleats belts (wide or narrow) and button details. The dresses harken back to the America of the 1950s but are made with modern technology, modern fabrics with a modern flair.

Joining this already thrilling and eclectic mix of USA brands is international hosiery company **Music Legs**. Presenting a wide range of sophisticated and truly unique wild styles from thigh-high stockings, pantyhose, dresses, body stockings and long gowns to cami sets and costumes this is a collection dedicated to women who possess the power of attraction.

Music Legs is delighted to be attending the LondonEdge 2013 show and expand its market share in the UK with a variety of unique and dramatic items.

This year's show will also once again welcome a variety of European brands including Netherlands **Time City**. Whether a Superman, Big Bang Theory or Game Of Thrones fan, this is the brand to go to for a mixture of video gaming and classic

The LondonEdge 2013



Bertoldini Giuliana Di Alessio Benetti



Faux Real



Jubly Umph



Time City

comic related products from tank tops, t-shirts, toys and accessories to aprons and home wares. For vintage lovers, be sure to check out 40's and 50's inspired brand **Hell-O-Margo**. This French brand will be presenting a line of rockabilly, feminine and sexy garments created to channel your inner pin-up girl!

From nautical dresses to Hawaiian blouses, this stand is a must see for retro fans.

All the way from Italy **Bertoldini Giuliana Di Alessio Benetti** will undoubtedly be wowing buyers and visitors with an exquisite collection of one of kind, gothic and fetish jewellery and accessories. The son of Bertoldini Giuliana, painter and a pioneer of the mask as an art form since 1979, Alessio Benetti is dedicated to the art of jewellery making, collaborating with world-class fashion designers as well as creating artistic jewelry for artists and performers all over the world.

Metal and lace masks, crowns, tiaras, helmets, brooches, necklaces (and more) are all truly works of art.

The international offering doesn't stop there, as LondonEdge are also pleased to welcome Australian based brand **Jubly Umph**. With instantly recognisable artistic designs adorned across jewellery and accessories, the artwork is influenced by traditional tattoos, folk art and Victorian sentimental ephemera.

All paintings are infused with bold colours, one-eyed birds, magical flowers and the occasional bottle of poison resulting in a cute and girly collection with a little evil edge.

This is a only a small selection of the 250+ collections that will be exhibiting at this year's show, so make sure you attend and experience the biggest and best show of it's kind in the world.

**Sunday 1st- Tuesday 3rd September 2013,
The National Hall, Olympia,
Hammersmith Road, London, W14 8UX
Web: www.londonedge.com**

For exhibiting enquiries please contact:
carole.hunter@londonedge.com



Music Legs