



Designer Erdem Moraloglu

Fresh prints

"Do the interns have anything to do? Because I feel like there is a bit of a party going on." So wonders Erdem Moraloglu at 5.30 on a recent Friday afternoon. It's the run-up to the London Fashion Week presentation of his eponymous spring/summer '09 collection. But his authoritarianism is fleeting. An impish grin lights up the face of the affable, Montreal-born designer, who, after graduating with a Master of Arts in womenswear from the Royal College of Art in 2004, swiftly became one of British fashion's brightest sparks.

A year ago, Moraloglu, 30, clinched the Swarovski-sponsored British Fashion Council Fashion Enterprise Award. The honour, including a prize of \$118,000, was his second accolade. His first, 2005's Fashion Fringe award, provided the resources to launch his own label, and arrived three months after he quit work at Diane von Furstenberg's New York studio, a year's experience that



Beach party
Looking for a fresh, feminine bikini? Vogue loves Paspourous swimwear, all handmade in Italy.

Paspourous bikini, \$415, from Little Joe by Gail Elliott.

ERDEM A/W '08/09



Erdem skirt, \$895, from Net-A-Porter.com.



Backstage at Erdem.

influenced

his disciplined approach. Just west of the Erdem atelier, city powerbrokers are clocking off and easing credit-crunch woes in bars around the Square Mile. Friday-night socialising for team Erdem, however, is unlikely: there is so much going on, including making a capsule collection for venerable Scottish brand Mackintosh. In development, too, is a fast-fashion collection for the Japanese chain Uniqlo, as well as an association with Marilyn Heston, the PR maven who launched Eile Saab and Roland Mouret as red-carpet fashion forces.

"Sun bleached" is how Moraloglu describes the coral, dusty pink and lemony palette of his spring/summer '09 collection. His inaugural resort collection, debuting this month at London's Selfridges department store, is defined by breezy yet sharply tailored

vacation looks that a Left Bank gamine might toss into one of the trunks Moraloglu is currently fashioning for luxury British luggage brand Globe-Trotter (the line launches in autumn 2009).

Back in the workspace, cocktail shifts and maxi-dresses are rendered alternatively from Chantilly lace, glazed organza and dreamy Gustav

Kimt-style, custom-printed silk, incorporating cobalt, violet, onyx and cream shades. Masterminding the exotic, bespoke pattern was the starting point. "Erdem always creates his prints first," says Sam Willoughby, the stylist who works on Erdem's runway shows, lending East End edge to the uptown polish that results from the collection's couture-quality textures.

Moraloglu staged his first buying appointment in 2006 in New York, and Julie Gilhart, fashion director of Barneys, was so impressed by the wearability of his creations that she acquired the collection. A week later she gave it further exposure by wearing its standout piece at the Costume Institute Gala at the Metropolitan Museum of Art in New York. Demand for Erdem clothes at Barneys prompted the launch of the resort line. "It marked," says Moraloglu, "a bit of a step that we were quite grown-up." And then he gets back to work.

Bronwyn Cosgrave

COOL CUFFS

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B Boutique cuffs, \$480 each.

Cross your heart

AT GIVENCHY THIS SEASON, MODELS HIT THE RUNWAY ADORNED IN LAYER UPON LAYER OF GOLD CROSSES. GO FOR SOMETHING A LITTLE BOLDER, SUCH AS A CROSS BY COSTUME JEWELLERY DESIGNER DAVID MANDEL. WE ALSO LOVE THE COOL CROSS BROOCHES BY JEWELLERY DESIGNER DELFINA DELETTREZ, THE 21-YEAR-OLD DAUGHTER OF SILVIA VENTURINI FENDI.



Delfina Delettrez brooch.

David Mandel necklace, \$695, from Harlequin Market.

David Mandel necklace, \$695, from Harlequin Market.