

ANDREW MAJTENYI

AUTUMN WINTER 2010

Andrew Majtenyi AW10 reflects on post recession optimism and presents a collection that moves powerfully from sharp tailored structure through to an almost girlish softness. His greatest style influence for this season comes from the early 1940s, a similar period of renewal and rejuvenation, with defined shoulders and nipped in waists. There is also a significant nod to the aesthetic of photographer Helmut Lang circa late 1990's, which is apparent in Andrew's precision razor blade cuts in tailored separates.

Despite the upbeat message of the collection, the designer has chosen a primarily monochromatic palette, treating us to occasional flashes of pink, nudes and rust prints. His use of principal volcanic, gypsum and flannel grey tones provide a subtle yet impactful lift to a collection otherwise void of bright colour. Yet the Majtenyi humour shines through in a series of delightful dresses splashed with graphic quirky prints from dog walkers to tomato sauce bottles.

Rich fabrics combined with trimmed and textured woolens balance nicely against the delicate drapery. The collection on the whole mixes wonderfully pretty and feminine dresses with separates including fitted jackets, coats and trousers cut to perfection. Key pieces are hard to select from a collection that ticks most boxes of the modern woman's working wardrobe. If we had to pick a winner though it would most certainly be the super luxe black side-swing coat with its beautiful velvet embroidery, certain to keep you warm and looking regal throughout the winter months.

The woman that Majtenyi designs for is evident in his divine collection. She's powerful, educated and self-assured. She is both classic yet also a key perpetrator of change. Although the Andrew Majtenyi AW10 collection embraces change in both its message and design - these timeless gems certainly won't be going out of fashion any time soon.

For press enquiries regarding Andrew Majtenyi please contact Daniel Beckman at Iroquois PR

T/ +44 0 207 726 8900 E/ Daniel@iroquois.co.uk

For sales enquiries or to make an appointment at the London showroom please contact Gloria Baptist

T/ +44 (0) 7761 209 403 E/ gloriaIanne@talktalk.net

UPCOMING EVENTS:

14-16 February 2009 - Pure London Olympia | info: www.purelondon.com

19 February 2009 - London Fashion Week Catwalk Show | info: Daniel@iroquois.co.uk

The Andrew Majtenyi London shop is located on 365 St John Street in Angel, and is open Tues-Saturday 10:30-6:30. Private appointments are also available.