

inspirations

great



Pearce Fiorida

Reynold Pearce and Andrew Fiorida met in 1985 at Nottingham Trent University. After graduation, Reynold worked as a design assistant to Roland Klein and Andrew for established design houses in the UK, then with John McIntyre in Hong Kong. Joining forces in early 1994, they launched their first collection in the autumn/winter of that year. The enthusiastic response from press and buyers alike to their exquisite, precision-cut, masterful tailoring and new proportions was instantaneous. That year they won the prestigious British Apparel Export Award for Best New Designer and in 1995 the New Generation Award at the British Fashion Awards.

The person

"Jil Sander, because she's achieved a level of perfection in all aspects of business and design. To us she is the pinnacle of aspirational fashion."

The film

"Gone with the Wind, because of the similarities to running a fashion business - the endless hurdles and all the knockbacks you have to overcome to reach your goals in life, only to realise that tomorrow really is another day - a long day."

The place

"Paris - chic, fashionable, unspoilt, relaxing."

The painting

"Anything by Botticelli for romance and detail."

The music

"Michael Nyman for his amazing talent to create a mood without the use of words. Like a piece of clothing it should not need to be described but to speak for itself."