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Pearce Florida

When Andrew Pearce (above, with Isaac), one half of the newly formed London design label Pearce Florida, answered the telephone to a mysterious caller, he knew that he and his design partner, Ben Florida (next to Pearce, above), had arrived. "The value of the rest of the phone call our clothes were rubbish and we wouldn't last another season," says the boy (and from Middleburgh). The pair have obviously got a few stones out of their pockets with the success of their first collection. They have secured deals with Harvey Nichols, Liberty and Jones, and will be selling in some of the world's top stores,

including Bergdorf Goodman and Neiman Marcus in New York. Certainly reminiscent, the collection of 24 outfits has a 1940s film star feel. "We wanted to create a mood of womanly elegance without being overly," says Florida, who used to work with John Galiano. "People interpret elegance wrong," adds Pearce. "They think it is all the best parts." The two have been friends for over 20 years, since meeting at Trent Polytechnic. "We respect each other's ideas. Ben's the tall dark one. I'm more maveric," says Pearce.
By Nigel Ford
Photograph by Susie

EXPOSURE