



Bright young things

Why buy British? *Marie Claire* puts the question to some of the country's hottest designers and gets a sneak preview of their latest collections

CLEMENTS RIBEIRO

British Professor-Director, 38, and Ivor Novak, 75, Dress Award, have led the international spotlight over the past year. For Clements Ribeiro, it's a triumph.

What is it about your designs that women find so appealing?
"Our intellect is unique and unusual, and there's always plenty of stories. All our pieces are strong and modern, but very easy to put together. Whether the design here is our culture, everything is not very complex or too complicated."



Hussein Chalayan

36, is at the leading edge of design and is known as much for his ingenuity as his cutting edge.

How would you like your clothes to be worn?
"Head-to-toe Chalayan would be the ultimate fringe factor. I would like to think of my clothes being worn in a very personal way. It's not about a ready-made image, it's about making a piece work with someone's individual style."

PEARCE FORTNA

English designer and film director, 30, and Alison Fortna, 32, have won an Olivier for their latest stage production. It's a triumph for the duo.



Antonio Berardi

Italian-born Antonio Berardi, 37, believes in craftsmanship, detail - and women with curves.

How do women feel when they wear your clothes?

"My clothes give confidence, curves and a cleavage. British fashion is the pattern from which the rest of the world suits its cloth."



Copperwheat Blundell

Lee Copperwheat, 29, and Pam Blundell, 28, take a simple but directional approach to modern design.

How would you sum up your designs?

"Our clothes are energetic and positive. And there are no rules. Wearing our clothes is about mixing styles - tomboyish cuts with feminine pieces; sportswear with evening wear."

By Rebecca Lowthorpe