



## **IA LONDON: EMERGING BRITISH FASHION TALENT**

IA LONDON is a British Award-winning Avantgarde fashion brand, delivering artistic content in the form of distinctive-looking garments and accessories to the rapidly growing audience of global independent retailers. IA London was founded in 2017 by Cambridge-based designer Ira Iceberg.

**EMERGING FASHION TALENT** IA London received a prestigious ONE TO WATCH AWARD only a year after its first runway appearance. The award, by the iconic Fashion Scout, resulted in the acclaimed Runway Show SS20, under the socially-aware concept "I'm Bias-Blind". IA London's on-schedule Runway shows SS19 and AW19 at London Fashion Week were supported and showcased by On|Off Presents.. renowned for discovering the best of emerging fashion talent, with previous alumni including Gareth Pugh, Peter Pilotto and J.W. Anderson.

Most recently, the IA London brand was chosen for the exclusive collaboration by the infamous Avantgarde global hairdressing brand Toni&Guy, an official sponsor of London Fashion Week for 15 years. The 90 minutes presentation, followed by press events, will take place during London Fashion Week AW20, on February 15th at the official London Fashion Scout venue: Victoria House, Bloomsbury, London.



## BEDLAM AW20

BEDLAM AW20 collection is named after the scandalously-famous London-based Bethlem Royal Hospital (also known as BEDLAM) - a first psychiatric hospital in Europe that became a metaphor for chaos and madness. Exploring the subject in-depth along with works of Francesca Woodman and Diane Arbus, IA London focuses on mental disorders from different angles, including controversial and violent treatments of the patients. The collection is designed in-line with IA London recognisable handwriting as showcased in previous collections, experimenting further with radical in-house developed imagery and deconstructed sculptural forms of the garments - all designed and sustainably manufactured in England.

A poster for the BEDLAM AW20 collection. It features a stylized, high-contrast portrait of a person's face. The face is primarily black, with a large, bright yellow eye on the left side. The right eye is dark and partially obscured. The mouth is open, showing a red tongue. The neck is a vibrant red. The background is black. At the top center, the 'IA LONDON' logo is visible. Below the portrait, the text 'BEDLAM AW20' is written in white, followed by 'Saturday February 15th' and '14.30 - 16.00'. Further down, the location 'Fashion Scout | Victoria House Bloomsbury Square WC1B 4DA | London' and the RSVP email 'RSVP AGA@ASVCOMMS.COM' are listed. At the bottom, there are logos for 'SOLENT UNIVERSITY', 'FASHION SCOUT', 'TONI &amp; GUY', and 'WEAR YOUR BRITISH DESIGNERS'.



## **IRA ICEBERG**

Ira Iceberg is an award-winning fashion and prints designer based in Cambridge, UK. She is the founder of IA London. Although not formally trained as a fashion designer, Iceberg did study fine arts and textile design.

Iceberg launched a successful career in surface design and licensing industry, including numerous International awards. She then went on to design and make her own clothes under the IA London label, incorporated in 2017 and globally recognisable as emerging British talent and a prestigious "One to Watch" Award Laureate.

Iceberg inextricably links graphic design, clothes and accessories design, styling and advertisement, believing that all these things are a part of one creative vision.





## SELECTED SS20 REVIEWS



IA LONDON  
SS20

*British avant-garde fashion brand - IA London's SS20 collection 'I'm Bias-Blind' infuses thought provoking ideas of social and political contrasts into art and fashion on the runway.*

Written by Conrad Lee

When it comes to being a creative genius on the runway, nothing less is expected from designer Ira Iceberg, founder of IA London. Showcased at the One to Watch Award show at Fashion Scout, her Spring Summer 2020 collection, titled "I'm Bias-Blind", was inspired by Shakespeare's King Lear, and explored the themes of consciousness, prejudice and corruption of our society.

Through a range of very thoughtfully designed pieces of garments, accessories and props, recurring images of sight and blindness were seen throughout the collection. Models walked down the runway with eyes covered with blindfolds and large eye pads. The oversized silhouettes, baby doll heads, fishnets and layers of sheer fabrics certainly had a dark and punk undertone, yet beautiful with Ira's distinctive hand painted artworks digitally imprinted on to the garments. Floral artworks brought in hints of spring elements from the darkness. Tasselled lined foot-

wear meticulously matched with exaggerated eyelashes that models wore.

Alike with the story of King Lear, the garments metaphorically illustrate the blindness of our ignorance to the happenings of society. Being blinded from the prejudices and corruption, one can then become more conscious and self-aware. The designer cleverly embraced these elements along with human diversity with a line-up of models of different ages, gender and ethnicities.

For me, I loved the thoughtfulness of this collection. It's deep and thought provoking. Each look were pieces of art, and each time you look at it you would discover new details. It was exciting to see the next look that came down the runway. Whilst evolving from IA London's previous collections, it connects well and stays true to IA London's vision of originality and personalised fashion.





Freaking-up the scene was brand IA London founded in 2017, who isolates themselves with uniqueness and authenticity on the runway. Using face masks and theatrical movements alongside the unusual eye-catching designs the collection wasn't easily forgotten. The artistic content displayed resembles the avant-garde elements of London's Fashion Week in which Cambridge-based designer [Ira Iceberg](#) delivers perfectly. Using solo design techniques all the garments are created, digitally printed and directed by Iceberg herself, these paintings become the surface of IA's distinctive appearance, unprecedentedly integrating fashion and art.



The SS20 collection "I'm Bias-Blind" is inspired by [King Lear's blind tale](#). The famous theme of producing a situation in which those with healthy eyes are ignorant of what is going on around them, those without vision and appear to 'see' the clearest. These symbolic messages are not ignored within the collection including extravagant eye-masks, oversized silhouettes, childlike accessories, baby printed textiles and layers of sheer fabrics.



## **Zoom sur six créateurs prometteurs repérés en marge de la Fashion Week de Paris**

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VOGUE



VOGUE



VOGUE









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