

# Josephine Jones

THE CURIOUS CYCLIST COLLECTION  
Autumn Winter 19

Josephine graduated from Goldsmiths College in Fine Art in 2018 working primarily in fashion-based performance art. This collection marks the next stage for the brand after showing at the Designer Showrooms during LFW in September last year.

*The Curious Cyclist Collection* is the first collection by transgender designer Josephine Jones for London Fashion Week. With it's all trans casting this show is an important step towards greater inclusivity for LFW.

*"This is not a collection for transgender women exclusively – these are elegantly tailored silhouettes that are universally flattering"*

Josephine Jones

Josephine's design studio is based in Bermondsey. Where the inspiration for *The Curious Cyclist* is informed daily by a 'knife in the bra elegance'. Here lies the rush of cycling through London and the grime of the urban theatre of the Belle Époque underworld. Her work evolves from colour and the practice of print-making. Many of the pieces feature hand painted designs on silk, with colours of clover, plum and absinth green, sitting against the yellow shades of French liquor.

*'I have tried to do what is true and not always ideal'.*

Henri de Toulouse Lautrec

Josephine's designs are not an escape into the past but a representation of unapologetic femininity. Her key silhouettes feature soft lines, bell sleeves, candy coloured tulle and oversized ribbons. Each signature piece is vibrant and elegant with singular pieces that are unquestionably desirable.

The artist and stylist Jack Appleyard adds accessories, which are made from found materials. Leo Carlton's dramatic millinery attunes perfectly with the collection. The hair is brought to life by John Vial and pairs beautifully with painterly make-up by Olivia Wiles. The team is rounded off with creative consultancy with Nathalie Khan and Lyall Hakaraia, and the show is being produced by vFd. Her collection is staged against the backdrop of vFd 10, 'Punish the Streets', an exhibition which marks the 10 year anniversary of the club, being held at New Art Projects.

*"Designing, fabric and fantasy is a business as well as a language – opening the Josephine Jones boutique is the first step in grounding my dreams in reality."*

Josephine Jones



Part of VFD10 'Punish the Streets' Exhibition.

Josephine Jones / Designer  
Jack Appleyard / Styling  
Lyll Hakaraia / Creative Collaborator  
Nathalie Khan / Creative Consultant  
John Vial / Lead Sair Stylist  
Blue Tit London / Hair Team  
Olivia Rose Wiles / Lead Make-up Artist  
MAC cosmetics / Make-up Sponsor  
The Lobby London / PR  
Xoey Four at WIMP agency / Casting  
VFD / Production  
Fred Mann and Tim Hutchinson at New Art Projects / Gallery  
Kim Appleyard / Seamstress  
Tui Hakaraia-Holmes / Seamstress  
Alejandra Muñoz, Caviar Jiang, Daniel Brathwaite-Shirley, Elijah Che,  
Elouiza, Emily Crooked, Kieran Walker, Maxine Heron, Olivia Nutton,  
Princess, Sabu Suzuki and Sgàire Wood / Models