

ionacrawford

Designer Biography

Renowned for innovative and intricate garment structure fused with trademark tailoring, Iona Crawford collections are unashamedly elegant. Refined Silhouette, bespoke self-designed prints, meticulous cloth selection and masculine tailoring influences unite to create an inimitable, avant-garde, yet wearable look.

As a contemporary designer and artist, Iona's work is typified by cutting edge design fused with painterly prints; prints which are developed through her own artworks being transposed to print, and serving thereafter as exquisite dress fabrics and luxurious silk garment linings

While Iona Crawford collections are directional and cement a unique design identity, they consist of earthy and tonal fabrics of Scottish origin including cashmere, wool, tweed and leather, alongside Iona's own painterly prints. The combination and contrast of each element result in distinctive and innovative collections which transcend fashions and epitomise timeless contemporary style.

Following graduation from the internationally renowned Edinburgh College of Art in 2007, Iona Crawford is quickly garnering a reputation as one of the most exciting young UK designers. Born in Stirling in 1986, Iona has harnessed her rural roots to create seven stunning collections under her eponymous including the Lilly's Leaf, 'To See The Sky...', Effie, Crear and most recently the Autumn/Winter 2011/12 Ailsa Collection which features Iona's own paintings, printed onto exquisite silks.

In recent years Scotland has produced a plethora of exceptional design talent, and while many of Iona's contemporaries have relocated to London and beyond on graduation, despite monthly, and often thrice monthly trips to London, Iona remains determined to base her label within close proximity of her major Scottish cloth manufacturers, here in Scotland. Designing from her studio bases in Stirling and Glasgow - peppered with a journalistic fashion column with the Scotsman in Edinburgh, and a part-time fashion lecturing post in Glasgow's distinguished Cardonald College - Scotland is very much at the heart of Iona's creative stimulus, inspiration and entire fashion design practice. For some, including Iona, the gamble appears be paying off. Revered in the ever fashion-forward Tokyo, the US, Scotland and throughout the UK, Crawford's mix of cashmere, merino, laser-cut leather and printed silk is earning her a reputation as one of the most avant-garde young designers emerging today.



