

## NEW LABELS JOIN THOROUGHLY BRITISH'S LINE-UP OF INDEPENDENT BRITISH DESIGNERS

*Independent British designers Daniella Draper, Lexie and Blonde + Ginger join fashion website Thoroughly British. Thoroughly British is a unique online platform dedicated to promoting and retailing the finest British designers, all products manufactured in Britain.*

Thoroughly British launched in February 2014 with the aim to collect, promote and retail the finest independent British fashion and present a unified voice to support British designers manufacturing in Britain.



*Mairi McDonald*

This exclusive online concept is created by Founding Director Linn Gustavsson, and is set to encompass the best design, quality, heritage and provenance from established and up-and-coming British designers. Founding Director Linn explains; 'I have been working in the manufacturing industry for the last few years, in particular, with manufacturing outsourcing. As a result, I've seen the effects that our fast, cheap, throwaway fashion has on people and environment; I feel it is time we start appreciating the things we buy and celebrate the skill and craftsmanship that goes into making great quality fashion.'

Thoroughly British showcases the talent and originality of home grown talent in a bid to encourage the growth of the 'Made In Britain' label. Linn explains; 'I've spent months looking for outlets for designers that manufacture in the UK, but it is surprisingly difficult. I hope that Thoroughly British serves as an outlet for this and gives the public a chance to explore how great British made products are and to discover new designers.'

All products sold on Thoroughly British are designed and made in Britain and the origin of each product is clearly displayed to allow the customer to understand where and how the item is made and in the long run contribute to a more socially, economically and environmentally sustainable fashion industry.

The Thoroughly British team is always on the look-out for new designers that match our ethos for great design, quality and provenance to join our all-British lineup. The most recent additions to Thoroughly British include Daniella Draper, Lexie and Blonde+Ginger.



*Daniella Draper*

Daniella Draper creates unique hand-crafted silver jewellery from her Lincolnshire based studio. Daniella's eclectic designs include bangles, and charms with stamped quotes and have been worn by numerous celebrities including Kate Moss.

Lexie is *the* fashion forward British sportswear brand for women who are on-track and on-trend. Lexie's latest collection 'Blonde' features eye catching prints and advanced technical details to perform perfectly on-track and look great off-track. All Lexie's products are manufactured in Britain.

Blonde + Ginger is a unique women's wear label offering high-quality, limited edition clothing with a contemporary, cool identity. In a world of mass production, Blonde + Ginger offers unique fashion made in Britain with carefully selected fabrics from specialist mills around Europe and UK.



*Blonde + Ginger*



*Lexie*

Thoroughly British is set to grow further in the coming months by adding a men's section, showcasing the best British-made menswear and footwear.

- ENDS -

**Editors Notes:**

Thoroughly British is a website specialising in British designs manufactured in Britain only. The website aims to encompass the originality and heritage of British design and support established and up-and-coming British fashion labels.

[www.thoroughlybritish.co.uk](http://www.thoroughlybritish.co.uk)

Designers on the website include:

Antithesis	z-mode
Blonde + Ginger	Lexie
Claire Gaudion	Mairi McDonald
Daniella Draper	MYIA
Etrala London	Rosita Bonita
Katie Darlington	Stella + Alf
SyoKai	Yull

**Press Enquiries:**

For more information, imagery or samples please contact the Thoroughly British team:

Linn Gustavsson, [linn@thoroughlybritish.co.uk](mailto:linn@thoroughlybritish.co.uk)

Ross Clabburn, [ross@innershed.com](mailto:ross@innershed.com)

Facebook: [www.facebook.com/ThoroughlyBritish](http://www.facebook.com/ThoroughlyBritish)

Twitter: [@thoroughbritish](https://twitter.com/thoroughbritish)