

SOPHISTICATED PALETTE

ABOUT PALETTE LONDON

Palette London is unique – the kind of boutique you can't leave without buying something, as Vogue once wrote. The light and colourful Islington shop is more a lifestyle boutique than a vintage store, offering an eclectic mix of vintage clothing and accessories *fused* with contemporary fashion, gifts, funky homeware, gift wrapping and greetings cards, artworks, soft furnishings, tableware, mid-20th Century ceramics and one-off pieces of collectable furniture. White walls are hung with limited edition artworks, clothing-rails are displayed in blocks of colour with a stunning collection of mint-condition vintage and contemporary designer lines. Also colour coded, are the store's amazing range of delectable vintage handbags and shoes for easy browsing. The space is sprinkled with 1920's to 1990's collectables, including ceramics, vintage photography and magazines. An assortment of chairs, covered in vintage fabrics, are arranged around the shop and up on a wall, cushions are decked out in vintage textiles or reclaimed materials. Shop fittings, which are by **Unto this Last**, are also for sale by commission. Since opening in June 2004, at 21 Canonbury Lane (just off Upper Street in Islington), N1, Palette London has wooed the fashion set and recruited die-hard fans from across the style spectrum, from Hoxton girls looking for an affordable vintage find to serious fashion connoisseurs from Islington to Notting Hill, and is fast becoming one of North London's favourite boutiques.

This gorgeous shop is skilfully and lovingly stocked with clothes that have earned their place on its rails despite their age or label, not because of it. The Vintage collections stocked at Palette London are the 'Jimmy Choo' of vintage – the passion that goes into finding these pieces is just as detailed and painstaking – stock is selected only if it meets the design and style criteria set by founder Mark Ellis. Palette London differs from other vintage stores because it stocks some of the more important American designers from the 50-70's, ranging from impeccable dresses by Halston, to Pauline Trigere, Ann Fogarty, Lilli Ann, Lilly Pulitzer, Vera, Norman Norell, to many exclusive pieces by Koos Van Den Akker (the King of Boho, and master of fabric collage in the 70's). Another Unique Selling Point of Palette London is the fact that it is not only Vintage label driven – much of the vintage stock is unlabelled and therefore, selected because of style, quality and construction – and unlike others, alongside the vintage collections it stocks **contemporary** labels too, which are driven by trends but are still classic pieces, exquisitely made, which complement the vintage perfectly. Such as, beautiful hats by Bernstock and Spiers, shoes by Rupert Sanderson and Jean Claude Bidi and timeless clothing by Italian label L'altra Moda.

VINTAGE FINDER SERVICE

This is where the clever bit comes in – Palette London has just launched a unique service – a new vintage finder-service, whereby you tell Palette London what vintage look you're fantasising about and they will search the globe and find the perfect, vintage piece or outfit for that special event, opening, party or holiday. Name your dream look, along with your size, colouring and budget and Mark Ellis, with a little help from his 50 vintage-suppliers across Paris, London and US, will get on the case and find it. It is like having 30 years of Vogue not only come to life, but at your own personal disposal. The service allows shoppers to see photographs of their prospective buy by email before buying it in person or by post and is available to customers across the UK. If the customer comes into the shop to buy the look, Mark Ellis will also style the customer. With a reputation for stocking stunning pieces of fashion history, you can be sure that Palette London will get it just right for you.

A/W 05-06 AT PALETTE LONDON

Palette London presents two collections each year. This season, Palette London's winter collection fuses the elegant structures of the 40's with classic contemporary designers whose styles emulate the glamour of the early 70's.

VINTAGE CLOTHING

The store doesn't necessarily adhere to fashion trends but tends to stock the season's colours and fabrics. The extensive vintage clothing collection is in mint condition and its price points are extremely impressive. The big vintage labels this season are: **Halston, Biba, Ossie Clark, Jean Varon** and **Janice Wainwright**. Other featured vintage designers include **Missoni, Diane Von Furstemberg (70s), Koos Van Den Akker, Pucci (60-70s), Maud Frizon, Frank Usher (50-70s), Marimekko (60-70s), Jean Muir (70s), Emilio Pucci (60-70s), Gucci (70s)** and many more. Palette London also specialises in modern vintage and has an extensive collection of 1980s pieces from luminaries **Comme Des Garçons, Betsey Johnson** (punk label) and **Moschino**.

MODERN CLOTHING

Palette London stocks an innovative range of contemporary fashion, including cult New York label **Betsey Johnson**, the labels, **L'altra Moda, Toller** and **Whiite**.

ACCESSORIES

Palette London's delectable, mint-condition, vintage shoe and handbag collection feature pieces from the 1920s through to the 1990s. The mouth-watering range of colours, materials and styles means the shoe collection is a must for shoe lovers and the extensive collection of handbags, in every size, shape, material and colours you could wish for, make for one-off pieces to collect as well as affordable fashionable pieces to parade everyday. Featured labels: the revered shoe designer **Joseph Larose** (40-60s) for its Mary Janes in glorious colour combinations, and the **Maud Frizon** collection – often referred to as the French Manolo – known for its wit and quirkiness. Plus, the mouth-watering **Margaret Smith** handbags – American Margaret Smith was known for her use of beautiful floral and scenic cloth in the 60's; this collection features bags in every hue and in glorious fabrics. Contemporary accessories stocked this season include **Jean-Claude Bidi** (shoes), **Rupert Sanderson** (shoes), **Becksondergaard** (mohair scarfs and amazing eel skin purses and handbags) and the revered **Bernstock Speirs** (hat wear).

JEWELLERY

Palette London's jewellery collection ranges from the 20s-90s and each piece has been chosen for being ahead of its time and as quirky and original now as it was when first made. The collection features pieces in Bakerlite, glass bead, enamel, Lucite and glorious rhinestones, including sixties plastic bracelets, hippie-chic chokers and show-stopping diamante pieces. Labels include Donald Stannard (60s-70s), Trifari, Coro, Weiss, Boucher, Lea Stein and Courrage. **Main featured designers:** Miriam Haskell (40-60's), the queen of handmade beaded dress jewellery, which is today's hot jewellery collectable; Bella Pacella and Sarah Drew, both reconstruct modern jewellery design from vintage pieces, and La Bourette (head of jewellery design for Emanuel Ungaro Haute Couture) has designed a small range of exclusive pendants and jewellery pieces for Palette London, using mother of pearl, Quartz rock or Swarovski crystal, with mouth blown glass beads, filled with precious metal liquid.

INTERIOR

Palette London carries carefully selected vintage furniture pieces and also works with new and local designers to create an innovative furniture and interiors range that is constantly evolving. The collection particularly features pieces which fuse new and vintage elements of furniture and/or fabric. Featured designer: Barley Massey (of local design house Fabrication) who makes her sumptuous soft furnishings from a mixture of new and reclaimed materials including vintage silk ties, shirts and platted inner tubes from bicycle tyres. Additionally, Mark Ellis is developing a new range of cushions with Barley Massey called "**Has-Been**" for this season. The cushions will be covered in fabrics used from high end vintage clothing (Missoni, YSL etc). Palette London also exclusively showcases contemporary tableware and accessories crafted by cutting edge Brick Lane-based furniture design house '**Unto this Last**', including a range of chic laminate tablemats, coasters and place mats, all engraved with solid geometric patterns, plywood fruit bowls and tea-light holders.

Palette London is also the ideal place to buy a tiny treat or gorgeous gift – there are quirky accessories to suit most pockets. Vintage fashion magazines from the 30s through to the 70s jostle for space with contemporary books about many aspects of fashion, collectables, art and design. You can also find Tade's delicious-smelling Middle Eastern bath products. To wrap your gift you can choose from a range of handcrafted Japanese papers, in mouth-watering colours and Palette London also carries exclusive art cards and vintage greeting cards.

Not only does Mark Ellis put his own not-to-be-underestimated eye at your disposal from the moment you step into the shop, but at least one of his shop assistants is a professional stylist who works at Palette London part-time. With knowledgeable, friendly, helpful staff, some truly 'must have' stock and the vintage finder-service, Palette London is a fashionista's dream. It is a beguiling place for a shop or a browse, packed with must-have pieces, and remains coveted for its individuality at the leading edge of chic.

'It manages to look exactly right for now'
Tamsin Blanchard, The Observer

'A fashion treasure trove' ES Magazine

Nominated Best New Shop – Time Out

For further information, shop appointments, pictures or samples, please contact:

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