



Sample Fashion Article

Fashion's coming home to London

I've always known it and now it's official: London is where IT's at! Anyone who's anyone who knows anything about fashion and all-things fabulous will delight in the news that leading labels are braced to house their fashion shows in the capital.

The likes of Milan and New York – pah! – so passé! Not only is the British iconic (and some might say ironic) brand Burberry shimmying to us but so is Matthew Williamson. Fabulous.

Williamson has not exhibited his designs at London fashion week since his label's tenth anniversary way back in 1997. Now he is pouting away from the Big Apple and delighting us Londoners with his Spring/Summer 2010 stylish collection at fashion week.

Fashion week should certainly be full of feminine chic, the look Williamson is best known for. Outlandish colours and cuts which celebrate the female curve, his outfits are born to be worn with a beautiful piece of jewellery – a pearl, perhaps? Williamson's designs have been worn by the likes of in-the-know fashionable stars Gwyneth Paltrow and Keira Knightly, among many others (although sadly not including moi!)

Have these fashionistas seen the London light? Or are they just super savvy? London fashion week is set to be even more spectacular than usual this year with Somerset House its location and its 25th anniversary its cause for special celebration. I think they've seen the London light. Yes, that and the light of so many paparazzi light bulbs flashing!