

The SETT



WOLF & BADGER

DISCOVER NEW DESIGNERS

wolfandbadger.com

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FEBRUARY QUARTER

DISCOVER NEW DESIGNERS

Throughout the year we add a curated selection of the world's best undiscovered luxury brands to our Wolf & Badger stores in Mayfair, Notting Hill and online. We are proud to showcase and sell on behalf of the designer, with each brand benefiting directly from the vast majority of sales proceeds.

Be the first to discover and support our latest selection of fashion, jewellery and accessory designers. Find just some of our new brands below, with many more in-store and online.

From far left: A-Line, Carmin, Azade, Docks Rio, Ella Valentine



A-LINE

A-Line was founded in September 2013 by designer Anne-Sophie Köhler. A-Line re-imagines the silhouette of the contemporary woman through clean, flattering cuts which complement a woman's character and femininity. Anne-Sophie takes inspiration from her French and German roots, whilst embellishing her designs with a British sense of structure and tailoring. Set in the heart of Shoreditch A-line supports the local culture, partnering with East London photographers, models and creatives.

Available online and in our Mayfair store.

AIKA ALEMI

Kept awake at night with the design ideas of skirts and dresses, Aika Jaxybai formed the luxury womenswear brand Aika Alemi with her sister Nursula. With inspiration drawn from their own Kazakh heritage the garments are made from natural silks and cottons. The designer's love of nature is reflected in the relaxed but elegant creations.

Available online and in our Mayfair store.

AZADE

After studying at Central St Martin's, womenswear designer Celine Der Torossian returned to her native Lebanon to start her brand, Azade. Inspired by underwater life, Celine designs her pieces like a 'second skin' to fit and flatter the female body. She uses simple and minimalist cuts and then uses modern fabrics such as neoprene to create modern, geometrical shapes.

Available online and in our Mayfair store.



CARMIN

Having spent several years in the corporate world, French born and Chelsea based Albane Chevallier-Chantepie decided to use her skills to develop her passion for design, and in 2012, she created Carmin fashion label. Carmin luxury handbags are timeless pieces crafted using only the finest quality materials. Each handbag is exclusively stitched by craftsmen. The handbags are made in a French workshop recognised for its remarkable know-how and the quality of its work over many years.

Available online and in our Mayfair store.

CHARLIE NOBLE

Stylish, fun and robust, Charlie Noble leather products are self-declared 'British made fun'. Named after a particularly eccentric 19th century British merchant captain, Charlie Noble pieces are hand crafted in the UK from robust Scottish Highland leather and British weaved cotton. Assembled in London's East End, the collections are, typically, traditional, charming and spirited.

Available online and in our Mayfair store.



DEAR FRANCES

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The debut collection from Dear Frances takes inspiration from natural elements, soft light, fine lines and the romantic world. Growing up in Sydney, the designer then spent time in Milan and Paris before moving to London. The change and growth in these cities has influenced the collection, from the romantic essence of Paris, the urban edge of London and artisanal detail of Milan. All Dear Frances shoes are hand-made in Italy, using the finest Italian leathers.

Available online and in our Notting Hill store.

DOCKS RIO

Docks Rio is a luxury shoe brand, made in Brazil. Passionate about Rio de Janeiro, the designers are inspired by its vibrant and colourful lifestyle. Docks Rio use an innovative product, Tilapia leather which is both sustainable and ethical for its handcrafted shoes. The result is a totally authentic collection that reflects the charm of Brazilian style and delivers a future of sustainable luxury.

Available online and in our Mayfair store.



ELLA VALENTINE

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After a career in advertising, Anouk de Jonge decided to follow her dream of launching her own brand and set up Ella Valentine, in 2010. From the onset, Anouk has designed Ella Valentine pieces from her London design studio. Working in close collaboration with her Italian manufacturer, custom dyes are often made-to-order to achieve the perfect color of leather. Ella Valentine's ethos is design follows function. First and foremost a product needs to do its job, seamlessly and tastefully.

Available online and in our Mayfair store.

ESKAY W LONDON

Eskay W London was founded by London College of Fashion graduate SK Wong. Inspired by the quality and lines of vintage womenswear, the brand incorporates innovative design to produce garments for day-to-day wear, with a touch of couture magic. Each piece is hand tailored and beautifully finished to ensure the uniform quality and craftsmanship that this contemporary name is committed to.

Available online and in our Notting Hill store.



Left: Dear Frances, Right: Charlie Noble, Far right: Eskay W London