

LOT 78 | PLANET NOTION

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Lot 78: Blurring the Line Between Art and Fashion

Lot 78, located on London's Ledbury Road is unique fashion brand specialising in tailored leather and jersey pieces. Each item is hand finished and are designed to further bridge the gap between art and fashion. A concept that is becoming increasingly interesting and relevant. Lot 78 has produced a number of exciting collaborations with the likes of sports giant Puma to graphic designer and illustrator Sadia Rafique.

We got the chance to catch up with Ollie Amhurst, owner / designer of Lot 78 and managed, of course, to throw him a few questions.

Planet Notion: What is the vision behind the Lot 78 Brand?

Ollie Amhurst: To develop a collection that has integrity and is well made in Italy from reputable factories. To bring retail and design back to its routes and to bridge a gap between art and fashion and independent thought.

PN: You have recently done some really exciting collaborations? Can you tell us a bit more about them?

OA: The most prominent collaboration was with Puma, We were honored that they called us to work on a trainer. The idea was to sell a limited amount of 200 pairs and sell them into a few of the best stores in the world. We also worked with Sadia Rafique on some hand painted jackets. Sadia is a close friend who I consider one of the most creative people in the industry. Rake also approached us to develop a couple of styles of leather jackets which we did for 2 seasons; Clive Darby who is the owner of Rake is an extremely talented designer and therefore to be approached by him from a more 'tailored' style was not only a challenge but also an honor.

PN: Lot 78 presents is a really interesting innovative concept. What made you decide to bridge the gap between art and fashion?

OA: I studied fine art and therefore have a love for this field. I love what I do and therefore wanted to marry the both of them. Lot78 presents is not only art based, it 'presents' anything. For example we had 'Nina' present her cup cakes at the store last Saturday or Lot78 could 'present' a dinner in its store. Its a journey that will one day create a story and a history.

PN: Partnering with Selfridges for your pop up shop is a fantastic collaboration. How does it feel to have support from a well established and respected retailer?

OA: When Adam Kelly and Sam Loban came to see my collection I was of course very excited as it had taken me 3 years to get them to see my line! When they bought the line I was concerned that the brand would get lost amongst so many famous brands and therefore they suggested I do a pop up store. I will never forget what these 2 did for me, they took a risk on a large area in their store for 1 month, that takes guts! It is imperative that buyers keep supporting young brands, its the only way fashion will progress and differentiate itself from the high street.

PN: Are there any new styles from your SS11 collection you really love? What should we look out for?

OA: The Freeman's men's shearling crombie coat is amazing and the new men's jerseys especially the biker have an amazing fit and wash. The women's navy suede biker with shiny silver zips (The Zoe) is beautiful and the stretch leather biker pants are gorgeous!

Check out www.lot78.com to view the complete SS11 collection

-Kathryn Duncan

Tags: fashion, interview, Lot 78, pop-up shop, puma, Sadia Rafique, Selfridges

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