
Day Two of the Beginners Guide To LFW

Back to the On/Off schedule venue to interview I talk to some more of London's top up-and-coming design talent.

Here's ten quick questions with designer Ivan Lan about his label **YUCHI**.

Full name/Where are you based? Ivan Lan, I live and work in London

Describe your collection/your style of work: Crisply tailored womenswear collection combining strong geometric shapes with softly draped lines. The colour palette used consists of soft greys, crisp white and black.

How long have you been in the industry? 10 years

Do you have a design background? I trained for a BA at LCF and an MA at the University of Westminster. Following university I worked at Bouddica which developed my style of work to what it is now. This is the 3rd season for the collection, Yuchi.

Where can we see your work? At the online store, I stock to boutiques in Taiwan and also do private commissions.

What has inspired this season's collection? I have looked at interior detailing, such as wallpaper patterns, trimming details such as curtain eyelets and the ruffles of curtains. It is a very sculptural collection

How many looks have you got this season? There are 23 looks, combining everything from mini dresses to tailored jackets and trousers, the collection covers a wide range of looks, to suit a range of different tastes and styles.

Are you showing anywhere else this year? Yes, at the Zip Zone Montaigne Salon in Paris, from 5th to 8th October.

How difficult is it to make it in fashion, what risks have you had to take? My look and taste had to mature and so I felt in the right position to launch the collection, which I think I am now, but it always a risk when you go it alone.

What are you hoping to get out of LFW? A sponsor! It would be good to know I can continue the collection next season.

See more at www.yuchifashion.com

I also get a chance to speak to the girls at the LFW sponsored boutique this year, **CochineChine**, run by Valerie Demure PR. "Every year the tent has a different boutique showcasing their designers. We are associated with this shop and we are here to represent our brands." Designer labels on sale include Eley Kishimoto, Marc Jacobs shoes, Jessica Ogden, Paul & Joe and Cacharel. The shop is based in Hampstead but has been relocated for the event. I asked how they thought it was going "really well, the clothing we have on sale here is at massive discount. I haven't had time to look through myself yet," says one of the girls. "It is probably best though otherwise I would just buy everything!" she adds. There is a good selection of clothing on show and at some pretty impressive discounts. You can't really afford not to look.

www.cochinechine.com

The last show of the day meant crossing town to Shoreditch and an exhibition entitled Glasgow; Scotland with style. The show included a range of art and design related talent, varying from a live art piece, to photography and boasts the talent from latest fashion it boy, Christopher Kane. While the fashion show is today, the LFW wrap party is on Friday, which is guaranteed to be full of fun and fashion frolics. For more information:

www.seeglasgow.com/design