

Sinha-Stanic

Text and Interview | Christos Kyriakides

Photography | Robert Glowacki

Styling | Melina Nicolaide

Hair and Make Up | Lan Ngyen

Model | Sarah Svensson at Premiere





Fresh, young and promising design partners Fiona Sinha and Aleksandar Stanic team up in 2004, win a finalist price at fashion fringe and have their first independent show taking place during London Fashion Week in February 2005. Ever since, their sexy tailoring and clear conception of today's fashion indicate a new power-dressed, polished London look, while bits and pieces of deconstruction balance their collections leading to both creative and commercial success.

www.sinhastanic.com

1. Signature design by now?

The Sinha-Stanic look is androgynous and takes a lot of inspiration from men's tailoring. Our signature look would be one of our simple tailored looks consisting of a neat cropped jacket and skinny, cropped pants, most often teamed with a body suit so that the overall look is extremely clean and streamlined. Our look has recently been described as "boyish chic" or "posh punk" which may be due to the menswear influence and luxurious use of fabrics and embellishment.

2. Latest inspiration?

Our latest collection took influence from 50's teddy boys and the rockabilly music scene in general. We also drew inspiration from the biker uniform, transferring the padded leather and ruched elasticated parts of men's biker jackets into modern, streamlined dresses and cropped jackets and boleros.

3. Favourite quote?

"For an idea ever to be fashionable is ominous, since it must afterwards be always old fashioned."

"Art never expresses anything but itself" Oscar Wilde

4. Do you christen your collections?

What's the title of your s/s 07 collection?

We do not usually give our collections a title as we always find it quite constricting to work towards a

specific name. However the writer that writes our press release gave our Autumn/Winter 06-07 the name 'Sharper. Harder. Leaner. Tougher.' which we thought articulated the atmosphere of that particular collection extremely well.

5. Your opinion on the excessive feminisation of fashion in the last several seasons?

There has definitely been a return to the female form. More relaxed grungier looks have felt quite dated for a while now, and I think designers have felt a renewed interest in tailoring and in revealing the female form, in particular the waist. Because of this new found interest in the body, there has recently been a huge interest in the eighties because of its body hugging forms. We have been looking at the idea of a new form of power dressing in a contemporary way.

6. This is the 'Home' issue. Where is home for you? What defines that?

Home is wherever your friends and family are, where you can be completely relaxed and be yourself. We also feel that London will always feel like home to us because it is where we first met each other and it is also where we feel most inspired.

