

# ANDREW MAJTENYI

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## ANDREW MAJTENYI AW 11

Early 20th century book-binding and prized volumes tucked away in the corridors of the British Library are the influence for Andrew Majtenyi's Autumn Winter 2011 collection. Bringing in customised print concepts and a bit of savoir faire, book insignia motives were transposed onto 100% wool and 100% silk fabrics to create bespoke Andrew Majtenyi prints, in combination with tailored separates.

The collection denotes through references, the glamorous eveningwear and elegant silhouettes of the 1930 and 40s, with added elements of modernism. Classic cuts are embellished with structure and sportswear concepts for "sportification" as Andrew would say.

Andrew Majtenyi, an award-winning Canadian expat designer, relocated to London in the next step of his creative development. He is the multiple recipient of the Design Exchange Award for Fashion Design (for three consecutive years: 2006/7/8), the most prestigious design award in Canada that aims to celebrate innovation of design in the creative industries.

Andrew is recognised for his application of design elements to new fields, including sky-diving, rehabilitation and the disabled. He is multi-schooled and has apprenticed under master tailors specialising in theatre costume and ballet for the most prestigious Canadian productions. His 18th and 19th century theatrical influences (from cut to panelling) are constant in Andrew's work, updated with new modern inspired techniques and themes every season.

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ON|OFF 18-20 February Mercer Street Studios, London WC2H 9QE

ON|OFF 5-9 March Galerie Cadain, 76 rue Quincampoix Paris 75003

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