

MARIA GRACHVOGEL LONDON

Maria Grachvogel is one of Britain's top fashion designers with a well-established business. The foundations of the brand lie in innovative cutting and pushing the boundaries of conventional methods of fitting, to create clothes that truly work in harmony with a woman's body. Self-taught in design and pattern cutting, Maria is an expert in creative and transformative cut and fit for all women. She believes great design is an essential and delicate combination of art and functionality and sees her role as an architect for the female form.

After showing in New York in September 2009, Maria made her return to the catwalk last season at London Fashion Week to celebrate the 15th anniversary of her first London catwalk show and the launch of the Maria Grachvogel e-tail store. The show gained worldwide press coverage and her brand is recognised globally as a desirable and aspirational label. The Spring/Summer 2011 show in September is now one of the most eagerly anticipated in London.

The cut of Maria Grachvogel clothes is incredibly skilful, and essentially unique. The lines are clean, with seams engineered to sculpt the silhouette in a way that can only be understood fully when worn. The most versatile item; a classic pair of trousers when cut by Maria lengthen the legs and narrow the hips, which has prompted stockists and clients to call them 'magic pants'. Once a client discovers the label and invests in her first piece, she comes back again and again.

Also exclusive to the brand is a unique way of digital printing, which we have called 'Artwork Print'. Each design is hand painted by Maria to work in harmony with the garment and the silhouette it creates on the body.

'My collection was created from a passion for couture coupled with a unique style of cutting that turns women into goddesses.'

Maria Grachvogel

At the age of 14, Maria had already completed her first collection. With no formal training, Maria launched a couture business in 1991 producing a capsule collection of just 9 dresses. Established in 1994 and shown for the first time at London Fashion Week in 1995, the collection was immediately snapped up by Liberty. Maria received the 1998 British Apparel Export Award for small business and for fifteen years, her label has been a favourite of many of the world's most stylish women. Once a client discovers Maria, she is a client for life.

Fans of Maria Grachvogel include Yasmin Le Bon, Natalia Vodianova, Erin O'Connor, Angelina Jolie, Rachel Weisz and Scarlett Johansson.

'I always keep your dresses folded beautifully in a box with tissue as they feel so precious that you want to keep them forever, like an heirloom'

Yasmin Le Bon

'Your clothes have a kind of genius about them. They flow about the body like water. You put them on and suddenly you're all woman. That's some achievement'

Emma Thompson

An ever growing following of clients led to the launch of the Maria Grachvogel flagship store on Sloane Street in Autumn 2001 and the launch of her global e-tail store in February 2010.

The brand inspires incredible loyalty both through the Sloane street store and through our wholesale clients. We work with a number of select stores worldwide, but are keen to retain the exclusivity of the brand, so we limit the production of each piece.