

The Observer

MAGAZINE

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France's first lady of fashion
talks to Eva Wiseman

Carine

PLUS Michael Peto's portraits of Mandela, Beckett, the Beatles, Taylor and Burton

STYLE DESIGN FESTIVAL

THE NEXT BIG FIVE

The London Design Festival is about to kick off, with designers vying for attention across the capital. Talib Choudhry homes in on five of the most exciting talents

Now in its 10th year, the London Design Festival is a citywide celebration of the capital as global creative hub. With some 300 events taking place across the city over the next week,

there is a head-spinning array of sights to take in, including the major exhibitions which have become a core part of the festival (Design Junction, 100% Design, Tent London, Decorex) as well as audacious installations such as the MC Escher-esque Endless Stair that has just been unveiled outside Tate Modern. You'll find full listings at londondesignfestival.com, but to help narrow things down we've selected five must-see exhibitors.

TAMASYN GAMBELL

Tamasyn Gambell has serious fashion credentials: the RCA graduate worked as a print designer for the luxe Parisian label Louis Vuitton and the Swedish high street giant H&M after graduating, but became increasingly disillusioned with the industry.

"I felt frustrated with the level of waste and the lack of innovation," she says. "Mass-produced fashions leave little time for reflection, so I decided to set up a company that would do things differently."

Gambell came back to the UK five years ago and began producing bold screen-printed products using the most eco-friendly methods possible. Her hip homewares (cushions, upholstery fabrics



ON THE WEB

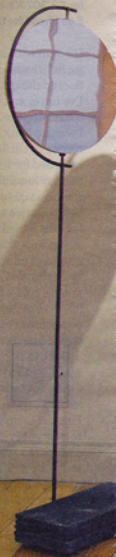
For more from the London Design Festival, go to theguardian.com/design



TAMASYN GAMBELL
The creator of bold, eco-friendly fabrics and homewares, Gambell (above) has an eye for geometry which is reflected in her cushions and upholstery (left)

and lampshades) are all made in the UK using fabrics from Irish mills that have been dyed with water-based pigments. Gambell's emphasis on social responsibility is admirable, but it is her vibrant geometric designs which really grab your attention. Resolutely cheerful but never garish, they have a sophistication and timeless appeal that's sure never to go out of style.

Tamasyn Gambell is showing as part of Tent London from 19 to 22 September at the Old Truman Brewery, Hanbury Street, London E1 (tentlondon.co.uk; tamasyngambell.com)





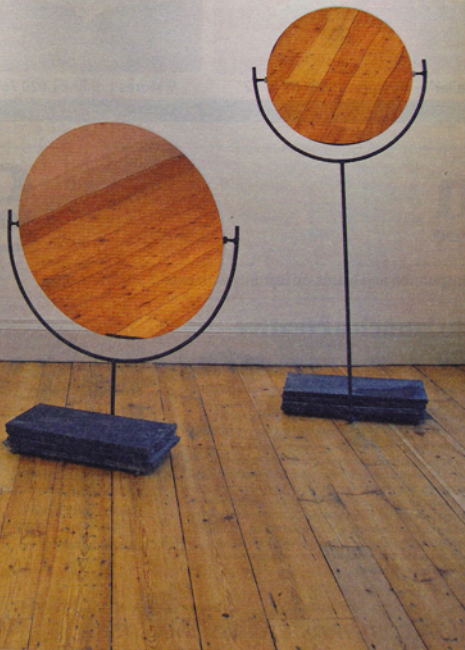
HUNTING & NARUD

Both half-British and half-Norwegian, Amy Hunting and Oscar Narud (above) hark back to their Scandinavian roots with their plain but powerful Copper Mirror Series (below)



SEBASTIAN WRONG

The debut collection by Wrong (left) includes the patterned fabric Coffins (above). His ethos: to create a new middle market that offers 'great design at a very fair price'



HUNTING & NARUD

"We clicked," says Oscar Narud, describing the moment he met his design partner Amy Hunting at a workshop three years ago. "It was so nice having someone else to play off that we decided to try working together."

Romance gradually blossomed between the London-based designers, who are both half-British, half-Norwegian. "We take quite different approaches to reach the end goal, but we're usually both happy at the same point in the process and we don't have too many arguments," explains Narud.

The duo have created a gallery-like exhibition space for the 100% Norway show, where the first product range they designed together will be unveiled. The striking yet simple Copper Mirror Series is inspired by the rich history of Norwegian mining, but London is their first love. "There's more scope for experimenting and being in charge of your own production here," explains Narud. "Our pieces are all made locally in Hackney. We can cycle 10 minutes to visit the welders or wood workshop."

The Copper Mirror Series will be on show at 100% Norway from 19 to 22 September at Dray Walk Gallery, Dray Walk, off Brick Lane/Hanbury Street, London E1 (100percentnorway.com; huntingandnarud.com)

WRONG FOR HAY

A huge amount of anticipation surrounds the debut collection by Sebastian Wrong for the cool Danish brand Hay. It remains to be seen if the former design director of Established >