



# PROPAGANDA



regine mowill

A lighter + darker side of wholesome is drawing inspiration from the modernist aesthetics of 1920s-1950s propaganda posters.

Combining techniques adapted from the work of the Pre-Raphaelites – a group of Victorian painters, poets and critics – with the stylized art of the propaganda poster, makes for a collection that is stylistic, surreal and ethereal.

The London Fashion Week show follows the presentation of a preview collection in Oslo around the time of harvest employing Norwegian models, hair and make-up artists.

### ***A view from the field:***

I imagine a basket of fruit, grown locally or sourced from abroad and cultivated through history, strewn onto a wheat field in Norway some time after midsummer.

Here grapes glisten in the bright light during the day, and fade into greytone as midnight passes. The sky moves from a bright blue to shades of grey blue, but it never becomes totally dark.

The city can be seen in the distance, with its electric lights and manmade bits and buildings breaking up the horizon.



# regine mowill

---

email: [info@reginemowill.com](mailto:info@reginemowill.com)

<http://reginemowill.com>

studio: 44 (0) 20 7792 1973

Regine Mowill is a London based label, set up by Regine Mowill after graduating from Central saint Martins in 2005. Having presented several off-schedule runway shows under London Fashion week, her collections are wearable and body-conscious. They always carry a humorous narrative, often translated into prints. This season's prints of grapes and wheat are derived from hand drawing, linocut, photocopiers and collage, screen printed onto beautiful silk chiffon and jersey dresses both in colour and in grey tones to reflect the same scenery during the day and at night.

# LONDON FASHION WEEK

## **CATWALK SHOW:**

The 20th Century Theatre  
291, Westbourne Grove  
London W11 2QA

Date: **14 September 2008**

Time: **1400 hrs**

## **SHOWROOM:**

Stand: UC16, First floor

The Exhibition at London Fashion Week  
Forecourt of the Natural History Museum  
Cromwell Road, London SW7 5BD

15th-18th September 2008 Open: 10:00 -1800

## **Enquiries/Ticket requests:**

[info@reginemowill.com](mailto:info@reginemowill.com)

SPONSORED BY

MAC



Tabio

ganicwater.

GT decorations

LIQUIDLUST  
DRINK. STYLE. TASTE. DESIGN