

HAPPY BIRTHDAY BEAUTIFUL SOUL



Has it really been a whole year? Oh how time is flying by when you are having fun! And although we know there has been a lot of hard work for Beautiful Soul in the last year we're delighted to sing Happy Birthday!! Well done on an amazing year and we're chuffed to have been part of it.

We've been following Beautiful Soul since the London Fashion Week and as the doors open again this February, Beautiful Soul will be celebrating its first year of exponential growth.

Ethics and luxury have never seemed to walk side by side, but the arrival of Beautiful Soul last year has shaken up the fashion industry and proven that aspirational high end fashion can have it's roots in ethical design and manufacturing principles.

One year on, lets take a look at the success of Beautiful Soul

♥ February 2009

Winner of the Ethical Fashion Forum's Innovation award.

♥ September 2009

Beautiful Soul launches its website and online boutique (www.beautiful-soul.co.uk) in order to retail its debut collection 'smallprint'.

♥ September 2009

Debuts SS10 Miss Butterfly collection at London Fashion Week's Estethica

♥ October 2009

Selected to showcase 'smallprint' AW09 collection at Interstoff Asia in Hong Kong

♥ December 2009

Nicola Woods, creative director of Beautiful Soul, wins the Future 100s Budding Entrepreneur on the Horizon 2009 prize and becomes a finalist for the Fashioning the Future 2009 award.

♥ January 2010

Joins the London a La Mode Pop Up Showroom to display AW10 collection

♥ February 2010

Showcases AW10 collection at LFWMarch 2010 – SS10 collection to be stocked at the V&A

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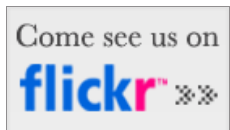
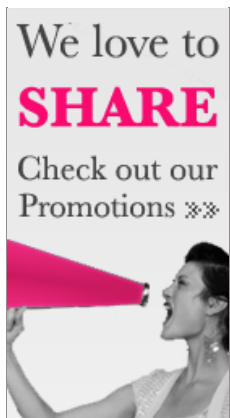
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Following on from the success of 'smallprint', Beautiful Soul's debut AW09 collection, Miss Butterfly, is also produced from Japanese vintage kimonos (dating back to the 1940's), vintage saris, Ahimsa peace silk, Fair-Trade organic jacquard, handloom cotton, and bamboo jersey.

Embellishments and accessories are hand-made by a small cooperative (Umdoni Creek) that **Beautiful Soul** set up in South Africa in 2008 and feature indigenous recycled materials and fabric remnants, providing a solution to 'zero' waste.

We're very excited for Beautiful Soul and what year 2 will bring for her. We'll certainly be there and follow her in the adventure.

Keep watching as we cover her on the London Fashion Week.

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