

## Press Release August 2008



Opening in the Marais district of Paris on 7<sup>th</sup> September 2008, Precursor pays homage to authentic British style – reflecting current London fashion, so that open-minded Parisians can access and adopt the look.

Precursor was created to:

- Offer opportunities for young British designers and artists alongside established cult brand leaders
- Promote inexpensive, edgy, high quality clothing and accessories
- Offer an alternative collection to the shoppers of the Marais and the wider region of Paris

Proprietors and buyers Laura Parks and Jill Moore are inspired by the current sharp, androgynous and unique style carried by the creative individuals seen strutting the streets of East London and beyond.

The store will offer a visionary portfolio of UK brands and act as a stepping-stone for new graduate designers, providing a platform to showcase, nurture and test out new designs before developing them for larger scale production and international distribution. Products in store include clothing, accessories, art and publications.

For AW08, Precursor will unveil a selection of labels including Albam, Baracuta, Farah, Mas, Self, People's Market, JoJo & Malou, Pointer, Rude and Tonite together with exclusives from eccentric gentleman's brand Stansfield and several independent accessory designers, including More of that Ilk and Precursor's own vintage key and watch fob chains. Hurwundeki and Public Beware, two Brick Lane staples, have been top of our wish list since the concept began and we are thrilled that they have chosen Precursor as their first Paris-based stockists.

Hot from the catwalk, Graduate Fashion starlets provide the first window installation for the store and will be available on commission.

The opening collection will sit alongside black and white prints from London-based artist Dan Hillier.

As the season moves on, Precursor will be highlighting the biggest trends hot from London with a carousel of graduate collections and future plans to launch it's own brand of womenswear, with some interesting collaborations.

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(RSVP for private launch party on Saturday 6<sup>th</sup> September 2008)