

the look

cover
story



EDITION on exchange

A label intended for layering, comfort and sustainability; Edition designer Alice Sutton takes her brand to Korea.

The Canberra designer was selected along with two other Australian designers (from Brisbane and Melbourne) to participate in the inaugural Australia-Korea Foundation Emerging Designer Exchange Program.

The judges were particularly impressed with Sutton's emphasis on sustainability.

"I've always loved clothes and fashion but I didn't really like the fast-fashion element where you are overwhelmed by so many pieces - I didn't connect with that," Sutton says. "Sustainable fashion fit with what I was about and made sense for me."

From there she developed sustainable pattern making, started sourcing sustainable fabrics and developed pieces for longevity rather than just the one season.

Sutton has created a label around jersey - billowy, comfort pieces designed for layering in the cool Canberra weather. She keeps her

collections dark, usually with a key colour for the season, for enduring appeal.

While she enjoys a good flick through Vogue, for Sutton creating clothes is more about having an art practice influence - it was this quality that the judges were drawn to.

"I guess my fashion is more of an art practice; I am not your typical fashion addict but I love clothes and I love working with fabrics. It's the making and design aspect I love," she says.

Sutton's 20-page application included the visual design process she undertook to develop a top, which included images of Mt Stromlo, and patterns she later developed from the mountainous inspiration.

Next she shared her collaboration with Nespresso where she had skilfully used coffee capsules in a skirt pocket. Lastly, she showcased one of her more current pieces which illustrated how she had developed her brand to the point where she could have a greater commercial output.

What started as a young girl designing and making clothes for Barbie, progressed into a CIT course where she first developed her label Edition, and ultimately led to her gaining runway experience by participating in Fashfest twice.



ABOVE: Hannah Arnold from Victoria's Models wearing Edition by Alice Sutton. Photographer: Lauren Campbell; Hair and makeup: Hayley Boyle; Earrings: Phoebe Porter.

LEFT: Canberra designer Alice Sutton was selected for an exchange program in Korea after she impressed judges with her sustainable designs. Photo: Eva Schroeder.

"Fashfest has promoted my label and are really supportive of Canberra design. They have also been good in directing people to Assemblage Project in Braddon where I stock," Sutton says.

After testing out the runway Sutton found her brand aligns with conceptual parades more seamlessly, as displayed in the Canberra Spoke Parades and others in Sydney and Brisbane where she incorporated dance elements.

Sutton will head to South Korea this month to attend Seoul Fashion Week, and will immerse herself in an unfamiliar designer culture to gain further knowledge to fast track her brand.

"Ultimately I am after stockists and to develop quality manufacturing contacts Korea has a history of. I am a visual person I take in everything I see and that's where Korea will be really exciting for inspiration and collaborations with Korean designers," she says.

Come May, Sutton will join the Korean exchange designers for the Sydney and Brisbane Fashion Weeks.

Edition by Alice Sutton is available at Assemblage Project, Braddon; editionalicesutton.com

- Talia Liolios