



QUEEN
HOLDEN



country 16 years ago was always an admirer of English prints. "I now commission young textile designers to create my collections and I use tartans made in Scottish mills and the lamb's wool check fabrics for my coats and trousers come from British mills, and my knitwear is hand made in Scotland and Latin America". The traditional element ends here: this is not a collection of smock dresses and puff sleeves. "I have taken a personal journey" explains Eva "I take a very simple approach to the clothes and I use principles as I would with adults and use expensive fabrics but not in a precious way. I go for simplicity as I think being trendy causes the opposite effect and it is trying too hard. I try to make the clothes that contemporary parents want and are for everyday wearing not just special occasions." Although not all the clothes are handmade they are all meticulously produced and each unfussy but lovely collection manages to convey a sense of having been crafted with care.

This new movement, although it has a strong aesthetic element, is not just a shallow fashion trend it also taps into a contemporary consciousness that embraces a greener and more responsible approach to living. "As we have become more questioning of the provenance of a £1 T-shirt and have started to value things that are properly and honestly made we want this to be reflected in all aspects of our lives including what our children wear" says writer, Kate Constable. This philosophy is epitomised by designer Christa Davis whose eponymous women's wear label and recently launched children's wear lines are built on these beliefs. "I am very concerned that my business has as low an impact on the environment as possible and I make many of my clothes from recycled fabrics". She started off with a period home wares stall in Portobello market from which she graduated to customising vintage clothes which became