

Mark Fast S/S 10 press release

Mark Fast's star has been rapidly rising over the last six months worldwide. Having cemented his mark on the London fashion scene last season, he continues to evolve as a designer. This season S/S 10 sees the 28 year old Canadian, once again sponsored under Topshop's New Generation scheme showing on schedule at London Fashion Week.

His collection being presented at fashion week will feature a number of embellishments using Swarovski materials. Mark will also be working with Christian Louboutin to create shoes for the collection. Mark is also currently designing a capsule collection for Topshop that will launch in February 2010.

Mark started his career studying under the watchful eye of Louise Wilson at Central Saint Martins, completing his BA and following with his MA in February 2008. He grew up in Winnipeg, in the countryside along a highway next to a forest. This minimal, peaceful lifestyle led him to wonder what life would be like beyond the familiar frontiers of Canada.

Mark Fast has been influenced by the cinema since childhood. This season he draws on the serenity and mystery of the silent films of the 1920s. For design inspiration Mark created a film-like storyboard that recites the tale of an Egyptian queen who loses her throne and has to escape the kingdom that betrayed her in the dead of night. Another major inspiration for Mark's collection has been the attitude of Julia Roberts' character in the film Erin Brockovich. The S/S 10 catwalk show will focus on women's courage in modern society as a medium.

This season Mark will present garments in different size groups that will be categorized alphabetically rather than numerically. The purpose of the alphabetized size options is to draw focus to the concepts of draping, density and volume as they relate to women's bodies and challenge traditional notions of fit and idealized body shape.

Mark's innovative use of machine knitting techniques allows for him to sculpt areas of volume and tension over the body. Mark produces timeless, beautiful, handcrafted pieces using the finest elastomeric yarns blended with viscose and embellished with crystals, pearls and leathers. His work is a celebration of the female body and the many worlds that surround it.

In Mark's words "You have to do what you love and keep your creativity close to your heart".

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