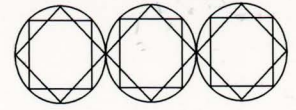


TESSA EDWARDS ANNOUNCES 'BLURRED LINES' SS15 PRESENTATION



LFW DIGITAL SCHEDULE
21:00 14th SEPTEMBER 2014 | The King's College Chapel London |

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press@tessaedwards.com
sales@tessaedwards.com

COLLECTION |

TESSA EDWARDS is pleased to announce the release of 'Blurred Lines', a collection realised through a creative collaboration with 70's surrealist artist Penny Slinger. For the first time ever, Slinger's iconic images are transposed and printed onto luxe garments. Set to accompany the forthcoming documentary of the same name, this collection comprises an investigation into a new wave of P.I. (Post Internet) 'fourth-wave' feminism, made possible and problematic as a paradox of self-expression within the context of the internet. Slinger's inwardly reflective work becomes increasingly poignant as current popular culture becomes aware of these issues within a new collective consciousness.

The provenance of the SS15 collection originates from the investigative documentary, 'Blurred Lines', by Tessa and Grace Edwards, due to be released this winter. The documentary anchors on Penny Slinger and builds towards the collaborative project between Tessa and Penny as they prepare to present the collection during London Fashion Week.

'Blurred Lines' takes a journey across the US and the UK, through a series of interviews with renowned artists, writers, media figures and celebrities, such as Barbara Kruger, Carolee Scheemann, and Judy Chicago, as well as contemporary figures contributing to this discourse. Poignant questions are asked about the authenticity of women's motives for creative expression, especially when it is self referencing: are they simply affectations of persuasions of the media, narcissism, effects of the desire for popularity, adoration or fame? 'Blurred Lines' discusses the remaining paradox that the internet continues to be the most effective method for transmitting the female 'voice' to a wider public audience or, more simply, to garner the attention of the media. As a result, we have a generation of women who seldom question the popular compulsion to publicise near-naked 'mirror selfies' on Instagram. Choice, that crucial buzzword of the 70's second-wave, has become all but obscured by a postmodern cynical ideology that prioritises irony over the possibility of true autonomy.

DIGITAL PRESENTATION |

The context of the digital presentation draws on the complexities of the online personal profile as it generates the narrative as allegory. The scene is set as our girl, played by actress Margaret Clunie, awakens from a dream-like state of altered reality with surrealist prophetic imagery of what is to come. The private and ritual preparations of making oneself presentable within the home are revealing of how we are encouraged to augment and market our self-image, and the banality of these traditions. Shortly thereafter she embarks on a journey that reveals her subconscious desire for elevation beyond an aesthetic online existence. The visual language of gender identity are subsequently spoken and questioned as she journeys through corridors within the National Gallery, gazing at performing nudes. The journey transcends beyond the walls of the gallery as she find herself embarking on a cognitive pilgrimage that leads her to the Chapel within King's College London, her sanctuary. However upon entering she is overwhelmed and engulfed by the uncanny tension between the proverbial and the sublime. At this moment reality begins to augment and the very skin she is in starts to metamorphose with undulations of texture and light. The lines between 'Digital Presentation' and live performance are blurred as three girls emerge into the Chapel. Wrapped and draped in skin-like fabric, hand made from silicone and pigment, dusted with silken powder, it is hard to determine where the body begins and ends.

Film by Tessa Edwards & R.A.F Walker

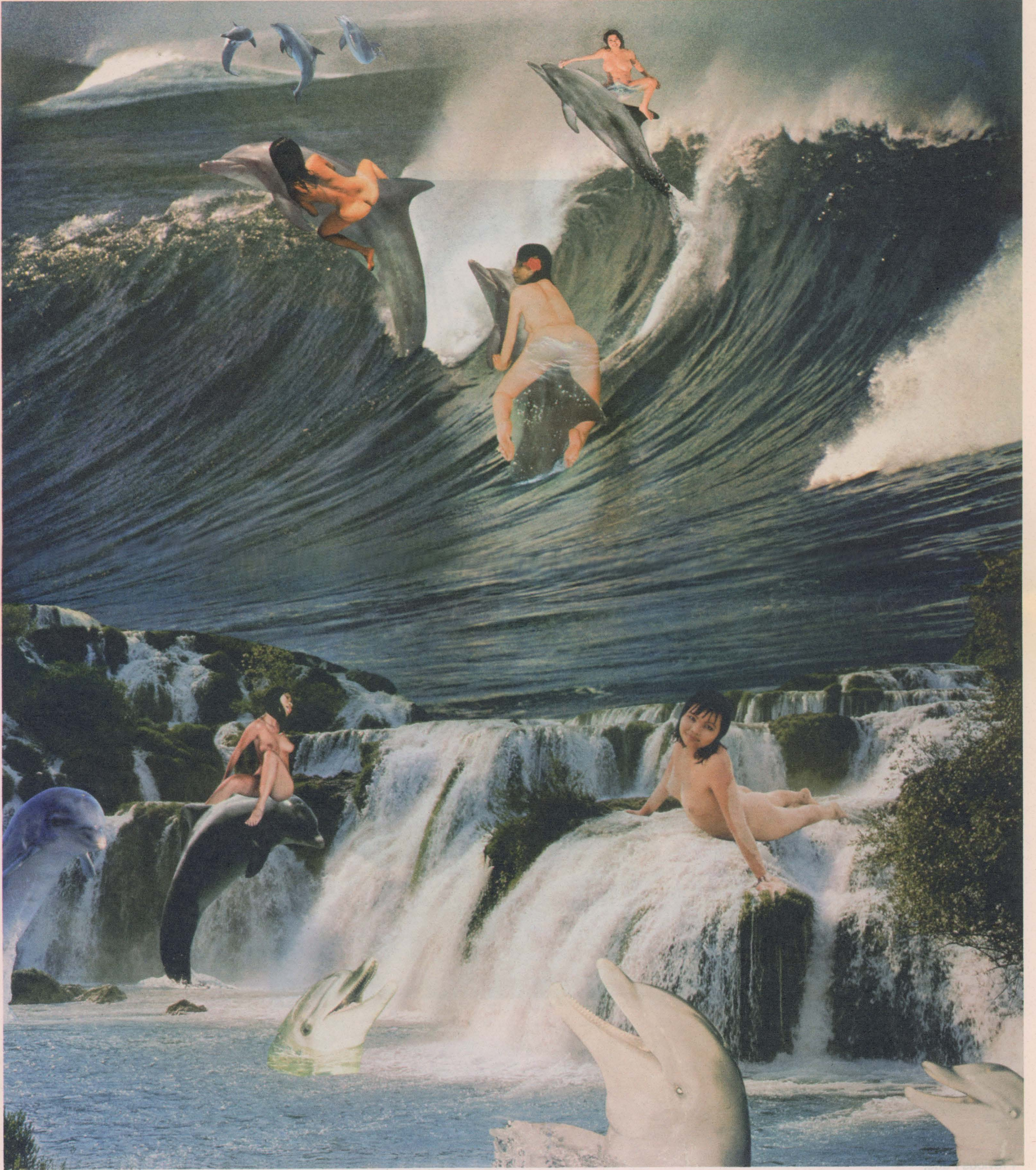
Actress | Margaret Clunie
Film Casting | Emily Jacobs
Research | Grace Edwards

Lookbook Design | Edward Quarmby
Photography | Susanna Santa-Marta
Model | Alys Hale @IMG

Presentation Casting | Chloe Frechette
Production Management | Lynne Searl and Jessica Barnes
Make Up | Lucy Bridge @ Jed Root
Hair | Brooke Neilson
TESSA EDWARDS Team | Glenn Murphy, Francesca Phipps, Charis Charalambous, Grace Edwards
Sharlee Young, Carina Manzari, Cassius Clay,
Kathleen Edwards, Kate Edwards
A\|V\ QED Productions Ltd.

Models | Alys Hale @IMG, Maca @First Model Management, Judit Civic @Profile Model management
With special thanks to | Penny Slinger, King's College London and Reverend Timothy Ditchfeild, Timothy Edwards, Brenda Potter and the BFC.
Sponsors | Proper Corn, Teapigs, and Pussy Energy Drinks.

PROPER CORN **pussy teapigs.**
POPCORN DONE PROPERLY



DOLPHIN DELIRIUM
Perry Singer
College on board
31 x 38 inches
1976 - 77

Look 2
BLURRED TOP
PALAZZO TROUSERS IN BLACK

Look 3
BRIDE'S BOOK COVER SHIRT
PALAZZO TROUSERS IN WHITE



Look 3
BRIDE'S BOOK COVER SHIRT
PALAZZO TROUSERS IN WHITE



Look 4
BLURRED TOP
BLURRED SHORTS

Look 5
BLURRED TOP
DOLPHIN DELERMIUM TROUSERS



Look 5
BLURRED TOP
DOLPHIN DELIRIUM TROUSERS

Look 5
BLURRED TOP
DOLPHIN DELIRIUM TROUSERS



Look 6
SHIRT IN BLACK
BLURRED TOP
BLURRED SHORTS

Look 7
WANTED SHIRT
BLURRED TOP
BLURRED SHORTS



Look 7
WANTED SHIRT
BLURRED TOP
BLURRED SHORTS



Look 8
DOLPHIN DELIRIUM SHIRT
WHITE PALAZZO TROUSERS

Look 9
BLURRED TOP
BLURRED SKIRT



Look 9
BLURRED TOP
BLURRED SKIRT

Look 8
DOLPHIN BELTRUM SHIRT
WHITE PALAZZO TROUSERS



Look 10
BLURRED TOP
SHIRT IN WHITE
PALAZZO TROUSERS IN WHITE

Look 11
DOLPHIN DELIRIUM T-SHIRT
BLURRED SHORTS



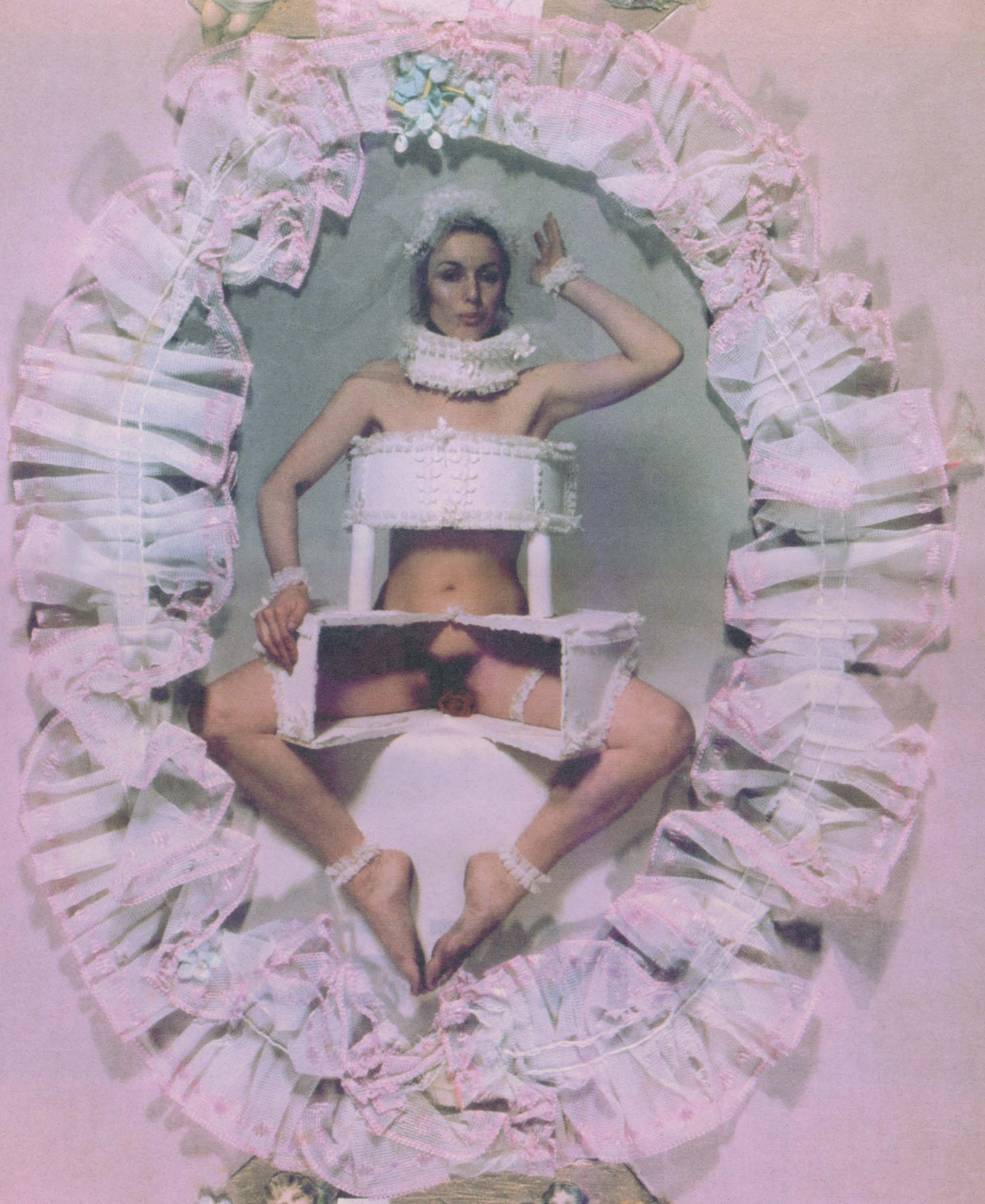
1878
10.25 x 12.75 inches
Hard bound book with satin, lace, photos and collage
Fenny Singer
BRIDE & BOOK COVER
Opposite

Look 11
DOLPHIN DELIRIUM T SHIRT
BLURRED SHORTS

LOOK 11
BLURRED TOP
SHIRT IN WHITE
PALAZZO TROUSERS IN WHITE



Opposite:
'BRIDE'S BOOK COVER'
Penny Slinger
Hand bound book with satin, lace, photos and collage
16.25 x 12.75 inches
1973





WANTED

TESSA EDWARDS is pleased to announce the release of 'Blurred Lines', a SS15 capsule collection featuring the work of British-American artist Penny Slinger. Edwards and Slinger combine fashion and art to create luxe garments for a new generation of iconoclasts and tastemakers. Limited edition printed dress shirts, t-shirts, and palazzo trousers transposed with Slinger's surrealist images investigate a new wave of feminism that discusses the female image.

In addition to the Penny Slinger x TESSA EDWARDS collection, Edwards' launches her jewellery collections, Nexus and Astral, both unorthodox in that they strike a fine balance between the proverbial and the sublime. The Astral accessories, the core timeless collection, is complemented by the luxury, organic and crystalline Nexus collection that forms the foundation of her aesthetic.

Challenging the complacent consumer to think critically about the way they communicate with the world, TESSA EDWARDS presents her SS15 collection 'Blurred Lines', alongside a documentary sharing the same title. The Blurred Lines documentary analyses the trend of self-autonomy through 'selfies', exploring their derived value from 'likes' in terms of image consumerism and selfexpression in an age when one's identity is increasingly determined by instant and widely distributed digital images.

In the modern world we are at risk of becoming complacent with the persuasions of the media. We are prescribed the visual language of an image-based industry where women are continually objectified as commodities. In an ostensibly post-feminist world that claims sexism and misogyny to be over, the popular compulsion to publicise near-naked 'mirror selfies' on Instagram hinges on the questions of intent and irony and therefore poses the question; Can the creative motive behind gestures of vanity and narcissism actually reappropriate the visual language of misogyny and voyeurism?

"That has always been my struggle, to be a sexual person, a sensual person, a thinking person and a creative person. To be a mistress of my own destiny."
Penny Slinger

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Photography: Susana Santa-Marta
Model: Alyse Hale @IMG
Assistant: Francesca Phipps

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Cover:
'I SPEAK WHAT I SEE' Penny Slinger
Photo collage: 10 x 7.75 inches, 1973

