

A Taste of Fashion



Alt images & high res jpegs available

George Chaffey, a second-year student at CSM, (Central St Martins) has just completed the design, construction and installation of a unique piece of work for leading caterer H+J which launched its fashion-themed spring menu at Dartmouth House.

The piece was unveiled at the launch event, held last week at the Mayfair venue and incorporated over 8,000 laminated 3cm squares of fabric. Using colours inspired by Pantone's top fashion colours for SS17, George combined traditional woven textile design techniques to create this dramatic wall of colour.

George explained more about the thinking behind his design; "This bespoke commission for H+J uses bitesize segments of colour that take their reference from the idea of the classic canapé. Translated into fabric swatches and multiplied by the thousands, each 'colour canapé' becomes a unit, almost acting as a pixel, with each one linking to those around it."

Designed in the same way as a traditional woven fabric, the piece uses a classic twill structure on a point, set up to create the dramatic zig-zag patterns, with the colours blending into each other to create a sense of movement and transition. Subtly moving in response to movement in its environment, the piece has both an ethereal and bold feel to it.

George is currently studying BA Textile Design at the world renowned Central Saint Martins, where he also completed his Foundation Diploma. His passion for textiles stems from a love of design in general, and he takes inspiration from a diverse range of areas including sculpture, architecture, music and the patterns and prints found on a day to day basis, always bringing his distinctive colourful style to any project.

He has worked on exciting projects with museum archives, practicing designers and the Paris College of Art. George was also selected as one of 20 students to work with Universal Pictures on the Minions Collective, which formed part of the worldwide promotion for the Minions Movie (2015). In 2014 George was named as Young Fashion Designer of the Year; UK South.

To find out more about George and his work follow him on Instagram:

@GeorgeChaffey or visit his website: www.georgechaffey.com

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For media enquiries please contact Avril Chaffey PR

Email: avril@avrilchaffeypr.co.uk Mob: 07765 343565

If you no longer wish to receive news and information from George Chaffey please contact Avril Chaffey at avril@avrilchaffeypr.co.uk or tel +44 (0) 7765 343565