

DALER-ROWNEY APPOINTS VIN + OMI AS GLOBAL AMBASSADORS

Leading art brand Daler-Rowney have appointed British fashion designers VIN + OMI as global fashion ambassadors.

VIN + OMI are internationally acclaimed pioneers and leaders in contemporary sustainable fashion whose work has been seen on the likes of Beyonce, Lady GaGa, Debbie Harry and Michelle Obama.



Designers Vin and Omi with Debbie Harry at their SS18 show at London Fashion Week

The ambassadorial position marks three years of a fashion / art collaboration between the two brands. The collaborations have been based around the large VIN + OMI underground fashion shows during London Fashion Week and have included a wide range of artists and creative interventions.

“ Working with Daler-Rowney has helped us achieve new ways of working and introduced a range of artists into our practice. Their open minded approach gives us great room for exploration. We are honoured to be representing such an innovative company ” VIN + OMI

As part of the new ambassadorial role, VIN + OMI will be giving a range of seminars and will explore new ways of working in art and fashion. There will also be an exploration of eco sustainable projects, in keeping with VIN + OMI's core ethos.

To celebrate the ambassadorial appointment, Daler-Rowney have created a limited edition A4 sketch book, designed by VIN + OMI. This will be released on the Friday the 23rd of

November at 6pm exclusively at Cowling and Wilcox Shoreditch (East London) (Price £13.60, Limited Edition of 2700 sketch books)



The designers, Vin and Omi, will be in store to sign the sketch books for the release. The first 50 sketch books purchased will come with a free VIN + OMI product.

VIN + OMI will also be giving 2 exclusive free, one hour, "Show and Tell" sessions on Saturday the 15th of December at 2pm and 4pm to discuss their pioneering approach to eco and sustainable fashion, their range of textile developments and their art collaborations.

To register a place for the talks email: pr@houseofrepresent.com

Talks will be held in the Cowling and Wilcox store:

Cowling and Wilcox Shoreditch, 112 Shoreditch High Street, Shoreditch, London, E1 6JN.