

**FLUFF PIECE**  
Ashley wears her own designs in her London studio.

**PHOTOGRAPHED BY ALEXANDRA LEESE.**



# ASHLEY WILLIAMS

This **eclectic British designer** is poised to take the world by storm.

Who'd have thought the **next It bag** would be a **cuddly elephant** with a strap? Or that kooky **skater-motif trousers** would become a **fall must-have**? That's the power of newcomer **Ashley Williams**. "I first started noticing clothing as a kid in the '90s," the 27-year-old explains. "My brother was into **Alien Workshop** and **No Fear**, so a lot of my graphics and colors are nostalgic." But beneath the **cutesy kitsch** of the **stuffed-toy creations** (which were based on an old novelty pajama case belonging to Ashley's mother), **fluffy coats**, and **cartoon-print dresses** is London's hardest-working young designer, whose name is now uttered, by those in the know, in the same breath as **Erdem** and **Christopher Kane**.

In addition to a lot of hard work, Ashley gets by with a little help from her friends. Gal pal **Alex Brownsell**, of famed dye company **Bleach London**, does the hair for her shows; **Georgia May Jagger** has walked the runway; and former flatmate **Pixie Geldof** wears her pieces to lead the front-row posse—among them **Alexa Chung**, **Daisy Lowe**, and **Scout Willis**. Not surprisingly, Ashley's buddies act as muses when she's thinking about upcoming collections. "What I really like is how **they take the clothes and wear them in their own way, depending on their personal look**," Ashley says. Other inspirations are found in a familiar click-and-scroll: "I'm an Instagram screen-grabber, for sure—I love good street-style pictures." —GRACE TIMOTHY



**GEORGIA MAY JAGGER OPENED THE FALL SHOW**



**Ashley Williams bag,** ashleywilliamslondon.com. Details, see teenvogue.com.



With Alex Brownsell!

Fashion Stylist: Ashley Williams; hair, Hiroshi Matsushita using Kiehls; makeup, Natsumi Narita using Chanel. Bottom, from left: courtesy of Ashley Williams (2); ALEXANDRA LEESE.