

'I'd love to dress Kate Winslet'

There's no stopping fashion designer Charlotte Keating since being named Davidoff Cool Water Wave's Talent of the Year. Next stop, world domination?

Following the launch of new scent Davidoff Cool Water Wave earlier this year, Davidoff went in search of a hot new wave of talent in the UK. They were looking for a woman who embodies the spirit of Davidoff Cool Water Wave – fresh, motivated, spontaneous and sensual. Thousands of entries later, we have a winner, who, along with a very lucky friend, will be jetting off to Cape Town on a glamorous holiday of a lifetime. Jealous? Us?

So, who exactly is the über-talented fashion designer Charlotte Keating and how did she become so successful? We find out...

What makes your job so rewarding?

'Being able to go into work every day and just be as creative and passionate as I can be. And knowing that women love my designs!'

What's the favourite piece in your collection?

'I love my wrap coat from the Indulgence collection. I wear it for dressy events or with my jeans for a casual day out.'

I even wore it on my wedding day! I get lots of compliments every time I wear it.'

If you could design for any celebrity, who would it be?

'Kate Winslet. Not only is she beautiful, she's a great role model. So many new actresses and celebs fall into obsessive relationships with drugs, alcohol or their weight, but not Kate. I find that very refreshing.'

How did you know you wanted to work in this industry?

'It's been a natural progression to get where I am now and I've had to overcome my fair share of adversity to succeed. Originally I trained to be a dancer because when I was younger it was my dream to be a choreographer. But at 16 I had to give up that dream due to a problem with my foot. I was pretty devastated, but that chosen career had a short lifespan anyway, so I'd always been realistic that I would have to prepare for a career change further down the line. So I picked myself up and thought about what else I loved. Starting my own fashion label seemed a logical choice, because I've got

an artistic nature and I've always been passionate about fashion. The rest is history!'

What advice would you give to other people who want to work in the fashion industry?

'It's not an easy industry to work in so you have to be determined. But there's plenty of support and encouragement out there, like Fashion Enter who offer mentoring and other opportunities to help you succeed. Competitions like this are also great at rewarding you for your efforts. Although it's important to have an ultimate

goal, make sure you set smaller objectives along the way that can be more easily achieved. And remember to congratulate yourself for taking those smaller but essential steps.'

Who are your influences?

'The only "who" I'm influenced by are my customers – it's vital to stay in touch with what's important to them and to understand their needs. I love creating items which exceed their expectations while still staying true to my signature style, which they love and keep coming back for.'

THE FRAGRANCE FOR INDEPENDENT WOMEN

Davidoff Cool Water Wave was designed for women like Charlotte. Spontaneous, passionate and sensual, its floral, aquatic fragrance has fresh, energetic top notes of juicy watermelon, exotic guava and lush mango that lead into a fabulously-feminine floral heart of poppy and freesia. It looks good too. The elegant drop-of-water-inspired bottle was created by top designer Elie Papiernik.



Watch out for talented Charlotte's designs. She's going to be huge!

'It's important to have an ultimate goal, and to congratulate yourself for taking smaller steps along the way'