



Lulu & Co makes a jazzy, razy London Fashion Week debut

Unity, freedom and 70s jazz musician Sun Ra were the inspirations behind Lulu Kennedy's spring/summer 2015 Lulu & Co collection

BY [ELLIE PITHERS](#) | 13 SEPTEMBER 2014



Lulu & Co spring/summer 2015 Photo: Isidore Montag

Lulu Kennedy is burdened with the horrid moniker of "fashion's fairy godmother". It's a tribute to her sterling support of young designers such as Henry Holland, Louise Gray, Ashish, Holly Fulton and Michael van der Ham - but it makes her sound a bit removed, as though she just floats in, taps a wand and a fledgling's happy fate in the LFW lineup is sealed.

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A better description might be "a stupid old hippy" - Kennedy's words, not mine. She has got a six-month-old daughter called Rainbow, after all. Her spring/summer 2015 collection, enjoying an LFW debut presentation, was exactly what we've come to expect from a woman whose vibe "is cosmic love" (again, her words) filled as it was with sequins, sparkles and punch-packing colour.



"The starting point was Sun Ra - a 70s jazz musician and hero of mine," said Kennedy, showing me a photo of the interstellar voyager on her phone. "He said he was from Saturn. I didn't want to dip too much into a literal referencing to the seventies because we did rainbows last season, so we kind of remixed it via the nineties." 'We' is Louise Gray, with whom Kennedy collaborated on prints. "They're bold, quite naive somehow, but I liked the way they're mashed up."



There were splashy slogans that read "space is the place" - a reference to the Sun Ra album - printed on sweatshirts and tees, both best sellers for Kennedy, and all over 'moon cactus' psychedelic patterns on joggers and brocade crop tops. "If I has the body I'd be in that crop top," Kennedy laughed. Her second favourite look was the black slip dress, punctuated by blobs of sequins and worn with funky hi-tops.

The rave elements emphasised that these are fun clothes to go partying in, even if the models were looking a little droopy towards the end of the two hour presentation. "It's about unity and freedom," said Kennedy. We'll drink to that.



All photos by Isidore Montag

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