



AW 23  
LOOKBOOK



Clara Needlecord Liberty Print  
£435





Clara Contrast Needlecord  
£435





Willa Dress in Tana Lawn Cottons  
£430







Willa Dress in Tana Lawn Cottons  
£430





Mary Dress made from Velvet and Liberty Print Poplin  
£440



Jemima Needlecord Dress with Hand Patchworked Liberty Print Blocks  
£460







Martha Needlecord  
£435







PI\*NEERS

Handknitted Moya Pullover  
£315





Handknitted Isla Tank Top  
£255





Clara Tana Lawn Cotton  
£395







Gracie Tana Lawn Cotton  
£430







Agatha Needlecord Blouse £175  
Addie Needlecord Culottes £255





Agatha Needlecord Blouse £175







Addie Needlecord Culottes £255





Addie Trousers £295







Addie Trousers £295





Agatha Tana Lawn Blouse £175







Cora 100% Wool Hand-knitted jumper



Our story:



O Pioneers is a British slow fashion label set up by Londoner's Clara Francis and Tania Hindmarch in 2019. Unable to find their dream dresses the pair set about designing their own with a modern take on the elegant, sometimes eccentric, classic English Victoriana style.

The brand uses heritage fabrics such as Liberty print to create limited edition and one-off 'forever pieces' that are playful, feminine yet practical and effortless to wear.

Everything is made by London based ateliers in small runs. All knitwear is hand-knitted by a small team of UK based home knitters and the brand works with local patchworkers and embroidery artists for special projects.



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