

# The best of Independent London

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## **STITCH IN TIME SEW OVER IT, CLAPHAM NORTH**

This sewing café is the perfect place to embrace your creativity. For just £5 you can enjoy unlimited tea and space to get creative in the café with plenty of help and advice on hand. There are a range of classes, for beginners as well as advanced sewers. You can also have 1-2-1 tuition.

78 Landon Road, SW9 9PH - 020 7326 0376 - [www.sewoverit.co.uk](http://www.sewoverit.co.uk)

## **COMPETITION from Sew Over It: WIN two hours of 1-2-1 tuition with Lisa Comfort plus a £10 voucher for the shop.**

To enter answer this question: **How much tea can you enjoy at Sew Over It for £5?** Email your answer to [info@wedgcard.co.uk](mailto:info@wedgcard.co.uk) or call 020 7526 3260 quoting 'Sew Over It' before October 10 2011.

## **SUITS YOU MUSEUM OF LONDON**

Explore London's role as a centre for fashion with the museum's extensive costume collection. The museum is also offering a 'Bespoke London' walk around the famous Jermyn Street and Savile Row where you can learn the history of gentlemen's tailoring in London. October 22, 11.00-13.00, adults £10, concessions £8. Museum open Monday - Sunday 10.00-18.00, free. 150 London Wall, EC2Y 5HN - [www.museumoflondon.org.uk](http://www.museumoflondon.org.uk)



**COMPETITION from Museum of London: WIN a pair of tickets to the 'Bespoke London' walk on October 22.** To enter, answer this question: **What is Savile Row famous for?** Email your answer to [info@wedgcard.co.uk](mailto:info@wedgcard.co.uk) or call 020 7526 3260 quoting 'Bespoke' before October 10 2011.

## **EVENT SWISH & POUT'S VINTAGE EMPORIUM**

Rich Mix, 35-47 Bethnal Green Road, E1 6LA, September 24, 14.00-20.00, £6 - [www.swishing.com](http://www.swishing.com)

Fashion exchange and pop up vintage market with a retro beauty parlour, stylist, 'frocktails', art exhibition & DJ.

## **EVENT CREATE! FASHION FESTIVAL WORKSHOP: UPCYCLED SHIRT**

Design Studio, V & A Sackler Centre, Exhibition Road, SW7 2RL, October 8, 11.00-16.00 (half hour slots), free [www.vam.ac.uk](http://www.vam.ac.uk)

Workshop with TRAUD for young people aged 11-19 year olds learning how to turn a men's shirt into an upcycled two way dress, book online.

# INDEPENDENT FASHION WEEK

Last week London transformed into a world of models, catwalks, champagne and designers for the bi-annual London Fashion Week, the most important event in the British fashion calendar, which closes on Wednesday September 21.

London has a rich history of fashion and is one of the 'top four' fashion capitals in the world, sharing this title with New York, Paris and Milan. You can certainly stand out from the crowd in London with a huge selection of independent fashion shops where you can buy limited collections, unique items and many vintage and second-hand items.

This week we are embracing the buzz of fashion week and are giving you a taste of 'alternative' fashion options our trendy capital has on offer, and these discounts and competitions will certainly tempt you. Get creative at free workshops, enjoy discounts on haberdashery to transform your clothes, look stylish in a new hat and learn about London's history of fashion. It's time to strut your stuff and re-vamp your wardrobe.



**TRAID**  
(Textile Recycling for Aid and International Development) have many charity shops selling unwanted clothes all over London. At their flagship store in Camden, you can buy their TRAIIdremade range which is clothing reconstructed and redesigned as one-off pieces.  
[www.traid.org.uk](http://www.traid.org.uk)

London has recently overtaken New York to rank number one in The Global Language Monitor's Top Fashion Capital of 2011.

## KNOWLEDGE Nick the cabbie's London Fashion Tips!



In the latter part of the 17th century Huguenot silk weavers moved into the Spitalfield area of London to ply their trade. The Huguenots were notoriously volatile and when imported calico was in high demand, they would gather in groups and rip the gowns from any women wearing the fabric.

Savile Row is famous throughout the world for bespoke tailoring. A customer enquiring after a certain cloth may be told it had "been spoken for". The Tux was born here in 1886 when James Potter admired the Prince of Wales jacket at an informal dinner. He was delighted to learn that he could have one made by the Princes' tailors Henry Poole & Co (still at no. 15 Savile Row). He wore his

new coat back home at The Tuxedo Club in New York where it proved hugely popular with the other members and in America it became known as a tuxedo or tux.

In 1870 the Japanese ambassador to the Court of St. James had a suit made for him in Savile Row. When he returned home - where they were unknown - he found his suit was a real hit, but as there was no word for it, they named it after the place of its' origin. Consequently the Japanese word for a suit is sebiro.

London born and bred, Nick Mortimore is a black cabbie and certified tour guide. He shares his knowledge on weekend London at Dawn photography workshops and tours  
[www.londonatdawn.com](http://www.londonatdawn.com)

## FUTURE FASHION COLLEGE SHOP, WEST END

London College of Fashion's first pop up retail space in the heart of the West End, stocking unique and one-off creations by the talented past students of this esteemed fashion college. Choose affordable pieces by the design stars of the future in this luxurious boutique. Open until September 28 2011.

Kingly Court, off Carnaby Street, W1B 5PW - [www.fashion.arts.ac.uk](http://www.fashion.arts.ac.uk)

**OFFER** from College Shop: FREE tote bag (RRP: £5) plus a copy of Pigeons and Peacocks (RRP £4.95) to the first 20 people who come into the shop and say 'Big Issue'.

## CRAFT CAVERN TEMPTATION ALLEY, PORTOBELLO

This treasure trove has every trimming you could ever wish for. From beads and buttons to fringing and flowers, you will be spoiled for choice. Get creative and customise your clothes or give old clothes a new life with just a few simple additions. Send Temptation Alley a picture of your creation and be in with a chance of winning 20% discount for the whole of 2012.

359 Portobello Road, W10 5SA  
020 8964 2004  
[www.temptationalley.com](http://www.temptationalley.com)

**OFFER** from Temptation Alley: 20% off (Including Portobello market stall. Valid until October 19 2011)

Londoners spent £18.8 billion on fashion in 2010.

## HATS OFF LAIRD LONDON

Choose from a range of traditional gentlemen's caps and hats, which look great on women too. From fedora's to trilby's and bowler's to panama's, Laird London has every hat you could possibly want. They also have a wide range of accessories including cufflinks, vintage silk scarves, umbrellas and watches. Shops in Covent Garden, Bethnal Green and Bank.

[www.lairdlondon.co.uk](http://www.lairdlondon.co.uk)  
020 7240 4240

**OFFER** from Laird London: 20% off (Valid until October 19 2011)

Famous fashion designers from Central St Martins College of Art and Design include Stella McCartney, Sarah Burton, Alexander McQueen and Zac Posen.

## D.I.Y FASHION CREATE BOUTIQUE, SHOREDITCH

Learn from fashion industry experts how to create the latest season's trends for yourself in workshops such as 'Couture Millinery Boutique' and 'Hot Tops'. Workshops are held in their fashionable Shoreditch gallery space and Create Boutique also offers private parties, corporate events and children's workshops.

1-3 Dufferin St, EC1Y 8NA - 020 8798 0394 - [www.create-boutique.co.uk](http://www.create-boutique.co.uk)

**OFFER** from Create Boutique: 50% off couture workshop. To book, call Harriet 07864 275 670 or email [harriet@create-boutique.co.uk](mailto:harriet@create-boutique.co.uk) quoting 'Big Issue Offer'. Non-refundable once paid. Valid until November 30 2011.

## FASHION CONSCIOUS REWARDROBE

A style consultancy where you can learn how to make your wardrobe fashionable and sustainable. A fashion industry insider will give you style direction, buying and caring tips, and an organised wardrobe. Rewardrobe work closely with sustainable brands at events such as The Ethical Fashion Forum SOURCE EXPO 2011, a fashion industry trade show dedicated to ethical sourcing including seminars and the latest ethical designs. October 17-18 2011, Sadler's Wells, EC1R 4TN [www.rewardrobe.eu](http://www.rewardrobe.eu)

**COMPETITION** from Rewardrobe: WIN a pair of VIP tickets to SOURCE EXPO (RRP: £40) To enter, answer this question: Where is the venue for SOURCE EXPO? Email your answer to [info@wedgcard.co.uk](mailto:info@wedgcard.co.uk) or call 020 7526 3260 quoting 'Rewardrobe' before October 10 2011.

## EVENT TOMMY NUTTER: REBEL ON THE ROW

Fashion and Textile Museum, 83 Bermondsey Street, SE1 3XF, until October 22, Tuesday - Saturday 11.00-18.00, £7 - [www.ftmlondon.org](http://www.ftmlondon.org)  
Exhibition about the revolutionary Savile Row tailor.

## EVENT DAVID MCDIARMID: A SHORT HISTORY OF FACIAL HAIR

Fashion Space Gallery, London College of Fashion, 20 John Princes Street, W1G 0BJ [www.fashionspacegallery.com](http://www.fashionspacegallery.com)  
Film originally created as an essay by McDiarmid exploring the links between art, identity, politics, dress and adornment.

**WEDGE CARD** is a reward card for independent shops in London. Each week we select our favourite independent businesses and the top cultural events in London for you to enjoy, made even better with special offers, discounts and competitions!

Voucher terms and conditions (unless otherwise stated): All voucher offers are available from September 19 until date shown. These vouchers must be presented at the time of purchase and may be used on any single transaction. One voucher per customer. No defaced voucher or photocopies will be accepted. This offer cannot be used in conjunction with a Wedge Card or any other discounts or promotions. No cash alternatives. Subject to availability.

## STAMP OF APPROVAL LONDON PRINTWORKS TRUST, BRIXTON

A charity offering specialist textile print workshop and equipment for hire, along with training, classes, workshops and advice to amateurs through to professionals. Many of the beautiful textiles designed for London Fashion Week are sampled by emerging talent at London Printworks Trust.  
Unit 7 Piano House, 9 Brighton Terrace, SW9 8DJ - 020 7738 7841  
[www.londonprintworkstrust.wordpress.com](http://www.londonprintworkstrust.wordpress.com)

**OFFER** from London Printworks Trust: FREE 'Foil your own jumper' pop up workshop on November 12, to the first three people to contact London Printworks Trust, whose names begin with L, P or T (RRP: £75). Email [info@londonprintworkstrust.com](mailto:info@londonprintworkstrust.com) for more details and to win a free place.

## RECIPE FROM SEW OVER IT:

### 'The best Sewing chocolate cake recipe in the world'

#### Ingredients:

For the cake:  
200g dark chocolate (70%), broken into small pieces |  
140g butter, softened | 200g light muscovado sugar | 5 medium eggs, separated | 1tsp baking powder | 100g plain flour

For the icing:  
250g dark chocolate | 1tbsp golden syrup | 100g unsalted butter

#### Method:

Melt the chocolate in a bowl over a pan of simmering water and set aside to cool slightly. Beat the butter and sugar until creamy using an electric mixer. Add the egg yolks, slowly. Gently stir in the baking powder and flour and then stir in the melted chocolate.

In a separate bowl, whisk the egg whites until they hold their shape, then gently fold into the cake mixture.

Tip the mixture into a baking tin lined with greaseproof paper. Bake in the oven at 180°C for 35 mins. Remove from the oven and cool.

For the icing, put all the ingredients in a bowl over a pan of simmering water until the chocolate and butter have melted. Stir and allow to cool.

Put the icing in the fridge and stir every 5 minutes, until ready to spread over the cooled cake.

If you are an independent business in London and would like to run a voucher with Wedge in The Big Issue, please contact Katherine on [info@wedgcard.co.uk](mailto:info@wedgcard.co.uk) - 020 7526 3260  
[@WedgeCard](https://www.facebook.com/WedgeCard) [Wedge Card](https://www.facebook.com/WedgeCard)

