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Eleni Kyriacou fashion designer

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Eleni Kyriacou is a London based womenswear fashion and textile designer. Eleni launched her brand in October 2011 with her debut collection Women as Treasure, which was showcased at the Cyprus High Commission in London. She has since created Pele: the Volcano Goddess, (main line and diffuse line) and The Crystal Nymph, which she presented at Athens Xclusive Designers Week in October 2012. In September 2013 she participated in Paris Fashion Week for the first time presentingThe Northern Lights Siren for which she received support from the UKFT (UK Fashion and Textile Association).

Eleni's work is characterised by a structured design process where the concept is the most instrumental element of design. She aims to translate the essence of the design concept into fashion. She is passionate about using materials in unusual ways. For example she has used metal and plastics in textiles, and has developed silk textiles that emulate paper-like qualities. She believes in creating inventive garments that are also wearable.

Eleni Kyriacou studied textile design at Central Saint Martins where she won an MA prize for best design for sustainability. Her BSc was in architecture at The Bartlett, UCL. She apprenticed for the late Alexander Mcqueen before taking the step to launch her own label.



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