

Edinburgh gets 'Pure' – Fashion Exhibit Saturday 4th June 2011

✘ The Gallery on the Corner, located in the heart of Edinburgh's New Town, will be showcasing the talents of designer Catriona Garforth, as it exhibits her 'Pure' fashion label between 12pm and 6pm on Saturday 4th June.

The event is sure to be a hit with fashion lovers, who will get the chance to view the beautifully crafted pieces taken from the Spring/Summer 11 collection, bid in a silent auction, get discounts and a chance to chat to Catriona herself. Throw in a glass of fizz, and you have yourself a very stylish day out.

Garforth is making an almighty splash into the fashion pool, having already been named by Scotland on Sunday as the 'One to watch' in 2011. The creativity and beautiful craftsmanship of her designs take their inspiration from vintage film stars, from where they are then transformer to create 'sophisticated, modern pieces with an edge.' And the informal event boasts the rare opportunity to witness the collection first hand.

✘ Amongst the designs on show will be the biker and mermaid ranges. Both portray different looks for the label; the mermaid hinting at a much more softer feminine approach, whilst the biker lives up to its name in all its black leather glory. Each provides an alternative choice to the looks the high street are flaunting for summer 2011, whilst remaining appealing to women in search of a classic look. As well as this stunning array of garments, there will be a display of Garforth's trademark Pure bodices, described by the designer as 'funky shaped corsets made from wool or leather.'

Garforth says of her label; 'It is a collection of classically shaped, yet edgy garments that offers the customer a chance to feel comfortable but stand out in a unique piece.'

As well as being a fabulous opportunity for Edinburgh fashionistas to get up and close with these original designs, it is also a chance to support the important work the gallery does for the charity, Autism Initiative. The Gallery on the Corner prides itself on supporting and displaying work done by artists who are affected by mental illnesses or disabilities. A percentage of the profits raised at the event will go straight towards their continuing efforts to provide a platform for these aspiring artists.

To learn more about Catriona Garforth and her 'Pure' label, visit the website at www.purebycatrionagarforth.co.uk

[The Gallery on the Corner](#) is on Dundas Street

[googleMap name="Gallery on the Corner" width="400" height="400" directions_to="false"]34 Northumberland Street
Edinburgh[/googleMap]