



SCRUPLES' RISING STAR!



CURRENTLY WORKING PART TIME AT SCRUPLES, GEORGIA SMITHIES IS SET FOR A CAREER AS A FASHION DESIGNER. HERE SHE TALKS ABOUT HER TASTES AND INFLUENCES AHEAD OF HER SHOW AT THE GHD CENTRE IN LEEDS.

Most nineteen year olds have barely started working out what it is they want to do with their lives, never mind successfully acting upon it. Georgia is the exception to the rule- she says customising clothes started when she was little and since then she has always wanted to go into fashion design.

Whilst studying in further education, she's produced three collections for fashion shows, so she's now planning to delay higher education due to the demands of her current schedule.

"At the moment I'm just launching my own clothing line within Jaja Designs so I'm going to concentrate on that for the time being. For that range, I'm doing purely design and employing professional tailors for the technical side"

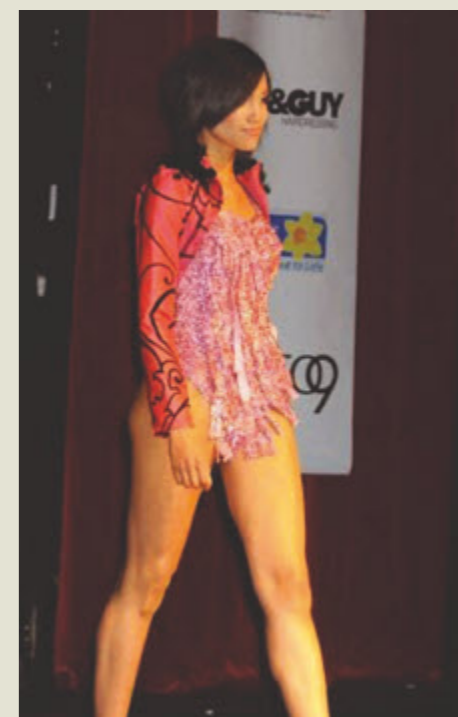
She sees her work at Scruples as an introduction to menswear, as most of her design work has focussed on women's lines.

"I've got a lot of experience of the buying and selling side of things being here, we tend to get quite

involved in that so that's been really good."

"I love all the Italian lines especially Pal Zileri, they have such good lines and shapes and fittings, I think I'd like to do something along those lines if I went into menswear - and William Hunt as well, is really modern and different."

"Also I think the lines we do in Hugo Boss are really good. They're quite different, so we've got something for everybody really, as we have designers that are quite versatile and for all ages."



A frequent visitor to London where she checks out the latest looks and styles, Georgia is keen to broaden her horizons with Milan and Paris in her sights. She is planning a trip to New York too, as there she sees more of a 'street-wear' influence— but her preference is definitely Italy, where she loves the lines and cuts of menswear.

"When the tailors from Pal Zileri came over here, Alessandro had quite short trousers and a very fitted jacket - it was a totally different style to what we'd expect here and I really like that."

Beyond the shows that Georgia is currently working on, she is planning her own business.

"I'm launching my line at the moment and I'm trying to keep that stocked in boutiques in the northwest. Within the next year or so I want to take it to London and new high end boutiques."

"I also have a bespoke dress service for special occasions - so for example, a Scruples customer's wife could order a one off piece if they were attending a special event."

"Eventually, I'd like to see my lines in boutiques all around the UK, maybe even in some chain stores but keeping it as one-offs - I don't want to be doing bulk. Ultimately, the dream would be getting on London fashion week, or even Milan, with my own show and then who knows?"

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