

# It's more than just fashion, it's a lifestyle

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London, UK ([RPRN](#)) 10/30/12 — The UK Fashion industry is one of the most remarkably resilient markets given the present economic climate. It contributes almost £21bn to the UK economy and employs an estimated 600 thousand people, making the United Kingdom the third-largest

fashion employer in Europe. Equally the UK capital has been voted the most stylish city in the world, beating the likes of New York, Paris and Milan, in the [ninth annual ranking of 55 global cities](#) by US-based analytics company "Global Language Monitor".

Hoping to join an already promising list of successful UK brands such as Anna Scott, Paul Boutique, Stella McCartney, Paul Smith & Christopher Kane, is the new urban fashion label "Edwards Couture".

Edwards Clothing/Couture was conceived by a father and son team who felt there was a genuine need for a UK urban fashion label.

The team is currently working hard to towards bringing out their 2013 collection.

In a statement they said. "Britain is a very creative island and in particular London arguably, has more creative flare than the big cities like New York,

Milan and Paris. We are therefore strategically placed to tap into a stream of young emerging UK designers who are all keen to work within the UK fashion industry. Yes as a new business, we haven't got the financial muscle like the big established brands however, it's about building a business that is driven by a genuine passion for bespoke quality urban wear, customer focus objectives and most importantly is socially and ethically responsible. In turn this will sustain our business going forward"



You can keep abreast with the "Edwards" brand via their Twitter and Facebook Page.

<https://twitter.com/edwardsclothing>

<https://www.facebook.com/edwardsclothing>

Photos courtesy of Bernard Miller & Daniel Rodrigues.

## Sources

- British Retail Consortium
- National Statistics Office (on UK business bysector and location)
- University of Southampton on Retail Recruitment and Graduate Schemes
- 'Retailing in the UK', by the Euromonitor
- Clothing Retailing in the UK, by Mintel
- lanuagemonitor.com
- The Guardian (Imogen Fox)



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