

V&A | FatFace: A new collaboration range introduced by Pearl and Daisy Lowe



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London, UK, 11 August 2025 – FatFace reveals a new limited-edition capsule range created in collaboration with the V&A, reimagining archival prints for the modern wardrobe, introduced by mother-daughter duo, Pearl and Daisy Lowe.

Inspired by original textiles and prints from the V&A's world-renowned collections, the range blends free-spirited charm with distinctly British character. Working closely with the museum's brand licensing team, the FatFace design team reimagined historical patterns into relaxed, season-ready silhouettes made for modern wear.

Launching alongside FatFace's Autumn campaign, *The art of autumn*, the range is a celebration of British creativity, where timeless design meets thoughtful innovation. Pearl and Daisy Lowe, with their distinctive personal styles, creative heritage and shared love of expressive fashion, felt like the perfect pairing to bring the ranges' romantic spirit to life. The mother-daughter duo star in the campaign, shot in and around the V&A South Kensington capturing the mood and meaning behind the collaboration.

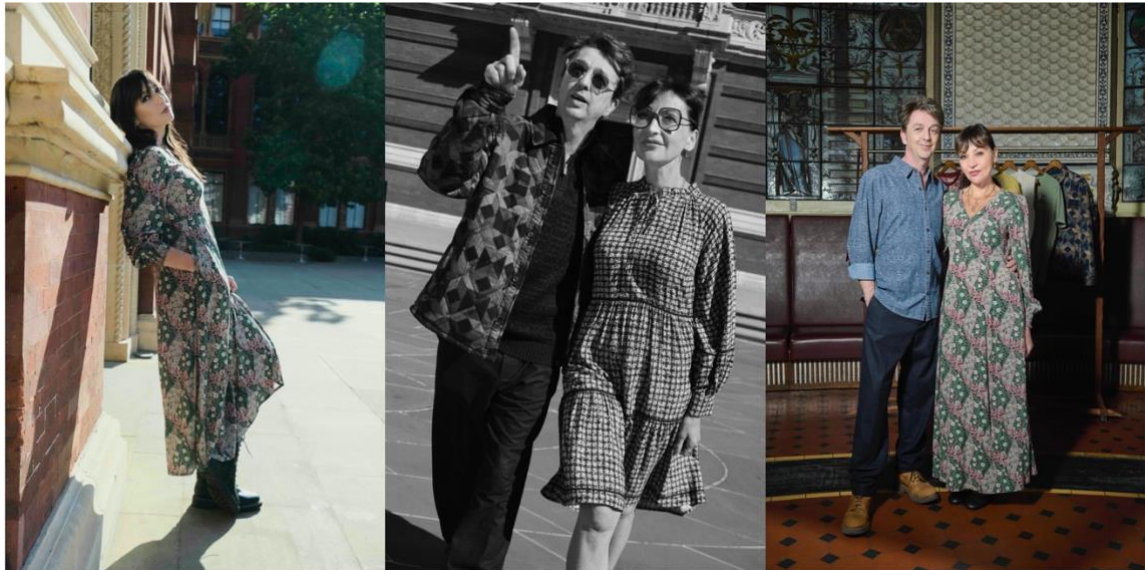
When asked about the collection, Daisy Lowe said: *"For me, the most important part of an outfit is feeling comfortable, not just physically, but in the sense that you feel like you look good in it. That kind of confidence really shows. I love pieces that are easy to wear, like these printed V&A | FatFace dresses you can just throw on and go have fun."*

Hero pieces include the V&A leaf knitted jumper (worn by Pearl), derived from an early 20th century watercolour textile design in the V&A's archive, with knitted techniques that create a beautiful textured effect, and a romantic burgundy embroidered blouse reworked from a delicate floral paisley design from the mid-19th century. Elsewhere in the range, the Ava jeans feature an intricate Japanese rose print within the lining, echoing the same pattern

otherwise seen in the range's signature dress (worn by Daisy). The range is completed with a selection of accessories, celebrating print, texture and timeless British craft.

"Working with the V&A meant immersing ourselves in an incredible design legacy and taking the time to get every detail just right," says FatFace Print Designer, Laura Braisher. "From carefully selecting archive prints to reimagining them through modern silhouettes and materials, the designs were a true labour of love. The result is a thoughtful, versatile edit that honours craft and creativity, designed to be worn and enjoyed every day."

The V&A | FatFace range launches 4th September 2025, available exclusively at FatFace.com and in all stores, with prices ranging from £10.50 – £89.00 (including accessories).



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About FatFace

FatFace is a British lifestyle clothing brand. With a unique heritage, FatFace crafts clothes for life's everyday adventures with product ranges across women's, men's, footwear and accessories. Considered Style. Trusted Quality. B Corp™ certified.

FatFace is a multichannel retailer with a thriving international digital business as well as over 180 stores in the UK. FatFace customers can shop online at [FatFace.com](https://www.fatface.com) where they can also locate their nearest store and can follow FatFace across all social platforms including Instagram, Facebook and TikTok.

About the V&A

The V&A (Victoria and Albert Museum) celebrates design and creativity in all its forms. It was founded in London in 1852 to advance cultural knowledge, and inspire makers, creators and innovators everywhere through a diverse collection of objects from around the world.

Today, the V&A continues to share a 5,000-year-old story of creativity, through its ever-evolving collection spanning every creative discipline, from art, design, fashion, photography and furniture to theatre, performance, architecture, and ceramics. Its archives provide unrivalled inspiration, sparking the imagination of people across the world.