



Germany's Gerry Weber to realign the business after 'difficult' year

Chanel most popular luxury brand on social networks, eBay's increases nine-fold

26 January 2016



Japanese designer to launch S for Shoko brand in London

Shoko, a Japanese designer and illustrator, is set to launch her new label S for Shoko at Scoop London's forthcoming edition, taking place during Fashion Week from 21-23 February at the Saatchi Gallery.



S for Shoko

The label will be completely produced in London, from textile printing to garment manufacturing, and feature some of the artist's unique illustrations printed onto fabrics. Beginning with a Spring/Summer 2016 collection, S for Shoko will draw inspiration from 1960s styles and aesthetic.

Shoko is a Central Saint Martins graduate, whose illustrations have been published by magazines such as Elle, Figaro, Nylon, So-en and Numéro. Since 2008 she has collaborated with French fashion label agnès b. on a capsule collection, and published two books: "The London Book" in 2012 and "London Fashion Style Book by Shoko" in 2015.

By [Barbara Santamaria](#)

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#Agnès b. #Central Saint Martins #Numéro #Scoop #S for Shoko

NEWS

Roland Mouret back in London to face young designers

Roland Mouret back in London to face young designers

French designer Roland Mouret returned to the city where he made his name Sunday to celebrate 20 years in fashion, admitting he wanted to test himself against London's younger creative

19/02/2017

Parsons announces Norman Norell focused couture course

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Legendary couturier Norman Norell is the inspiration behind Parsons' newest couture course.

22/02/2017

Italy launches eco-sustainable fashion awards

Italy launches eco-sustainable fashion awards

The Italian Fashion Chamber announced the creation of a sustainable fashion prize, the Green Carpet Fashion Awards, in partnership with consulting firm Eco-Age and the Italian government.

23/02/2017

LVMH Prize shortlist announced

LVMH Prize shortlist announced

A total of 21 designers from all over the world have been selected by the star-studded judging panel to showcase their collections on March 2 in Paris, making for a truly international shortlist.

23/02/2017

Paule Ka goes for très French at Paris FW

Paule Ka goes for très French at Paris FW

Paule Ka creative director Alithia Spuri-Zampetti unveiled her fall/winter 2017-2018 on the first day of Paris Fashion Week on Tuesday, one she says is directly inspired from France as "a style reference for centuries."

28/02/2017

The Museum of Arts and Design opens 'Counter-Couture' exhibit celebrating 1960s fashion

The Museum of Arts and Design opens 'Counter-

Counter-Couture: Handmade Fashion in American Culture explores the fashion

03/03/2017

Ivana Omazić launches her own label IO Ivana Omazić

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After 20 years with top brands, Céline's former creative director launching her own womenswear label, IO Ivana Omazić, advocating 'slow fashion' and focusing on research and craftsmanship.

06/03/2017

Style capital Paris to get its first permanent fashion exhibition space

Style capital Paris to get its first permanent fashion exhibition space

Paris' Palais Galliera museum is to set up a permanent fashion exhibition space of 670 m2, named after Gabrielle Chanel and opening before the end of 2019.

06/03/2017

Two Yves Saint Laurent museums to open in Paris and Morocco

Two Yves Saint Laurent museums to open in Paris and Morocco

Two museums dedicated to the life and work of fashion legend Yves Saint Laurent will open in Paris and Morocco later this year, his foundation said Tuesday.

07/03/2017

Max Mara launches stream of consciousness eyewear

Max Mara launches stream of consciousness eyewear

Max Mara has unveiled a limited edition eyewear collection produced by Italian eyewear specialist Safilo and designed by Shantell Martin, its latest link up with an established artist.

09/03/2017

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