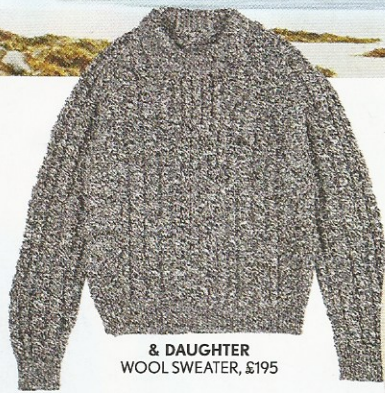
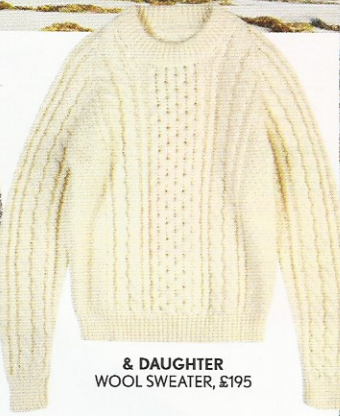




& DAUGHTER  
WOOL BEANIE, £45



& DAUGHTER  
WOOL SWEATER, £195



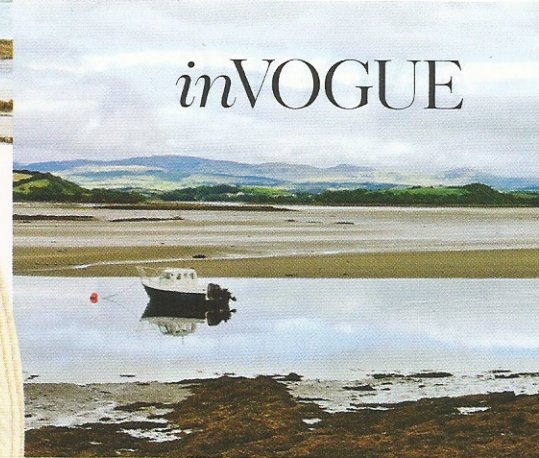
& DAUGHTER  
WOOL SWEATER, £195

## BUFFY REID of & Daughter

When I was little I used to call him ‘the knitwear man,’ says fashion publicist turned knitwear designer Buffy Reid of her father, former sweater salesman extraordinaire, with whom she has set up her debut label, & Daughter. “In the Seventies, he would take suitcases full of sweaters and fishermen caps and sit outside Liberty, Peter Jones and Browns until he got noticed. He was passionate about yarn and stitches, but always said you have to go knocking on doors.” So, after two years of putting it off, she came knocking on his. “He’s roped in my auntie to do hand-knits, and the yarn is from the factories he used 30 years ago,” she says.

Their luxurious line of turtleneck and slouchy cropped cashmere jumpers – and

hand-framed accessories such as cashmere scarves, beanies and socks in geranium and camel – takes its starting point from Donegal, where Reid’s father was born, and her parents now live. “It’s a brilliant place to design from, as it’s so peaceful and remote,” she says. When Reid was young, the landscape seemed bleak, but now it inspires. “The beaches are deserted, flanked by big dunes, and the tide goes out for miles. The drive to our house is through bogland, always blanketed in thick grey mist; it feels somehow undiscovered. I’ve never known anywhere else that has quite the same sense of being out of time and inside the elements. This gives the landscape a pure sense of colour and texture with seemingly limitless variation.” *And-daughter.com*

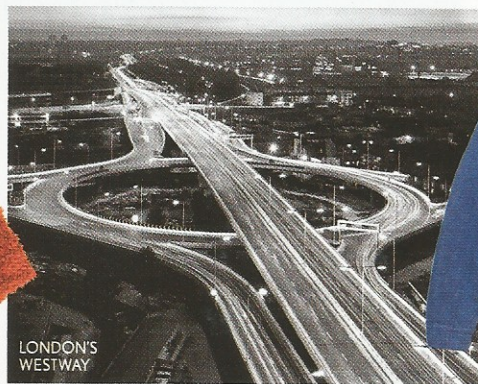


BUFFY REID  
WEARING HER  
OWN LABEL

AGED FIVE, WITH  
HER FATHER  
COLUMBA REID



ISA ARFEN  
MOHAIR COAT, £1,100



LONDON'S  
WESTWAY



ISA ARFEN  
WOOL JEAN  
JACKET, £750



ISA ARFEN  
VINYL CULOTTES,  
£600

## SERAFINA SAMA of Isa Arfen

They say every cloud has a silver lining, and for Italian-born, Notting Hill-based Serafina Sama, a bout of winter blues brought about the light-bulb moment that sparked her debut collection, Isa Arfen. “I was taking my son to nursery every morning, walking under the Westway flyover and there was this stark contrast of a piercing winter sky against it.” Cue a series of sky-blue, wool-denim high-waisted trousers and jean-style jackets reflecting the road’s harder lines, glossy tarmac-textured black culottes, and an outside bluish-grey trench that’s perfectly

in tune with the concrete structure. There’s seasonal fire in the russet tones, too. “I wanted to balance those chillier hues, so I explored rich reds and rusty colours, a palette sourced from the autumnal leaves in Hyde Park and others dropping from my neighbours’ trees,” explains the designer, a Central Saint Martins graduate who worked at Marni, Marc Jacobs and Chloé before launching her own line. Those reds are best seen in her line-up of teddy-bear-tufted coats and mohair furs. “Put one on,” she urges, “they’re like an enveloping warm hug on a cold winter’s day.” *Isaarfen.com*



HYDE PARK'S AUTUMN  
COLOURS INSPIRED  
A RUST-RED PALETTE