

John Lewis Expands Its Successful Cornish Collection

Submitted by: SeaSalt Limited

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John Lewis (<http://www.johnlewis.com/>) is expanding its limited edition 'Artists and Potters' collection designed by Cornish fashion company Seasalt (<http://www.seasaltcornwall.co.uk/>). The decision was made after the success of Seasalt's (<http://www.seasaltcornwall.co.uk/>) Spring/Summer 2012 'Artists and Potters' collection launched across six John Lewis (<http://www.johnlewis.com/>) stores in February, including Oxford Street and online and captured the hearts of hundreds of people across the UK.

John Lewis (<http://www.johnlewis.com/>) decided to increase its limited edition Seasalt (<http://www.seasaltcornwall.co.uk/>) collection after the success of Spring/Summer 2012. The collection which is inspired by the artists and potters of St. Ives and the town's unique art and coastal heritage sold a staggering amount in the first week of sales, exceeding expectations. Due to the selling success of the collection in six John Lewis (<http://www.johnlewis.com/>) stores across the UK, John Lewis (<http://www.johnlewis.com/>) decided to expand the collection into four more branches including Milton Keynes and Reading.

Seasalt (<http://www.seasaltcornwall.co.uk/>) celebrated the launch of its collection with the department store in February upon the Golden Hinde ship at Pickford's Wharf in London in true Cornish style. Serving up pasties, scones, cider and Cornish champagne, the launch of the collection was a huge success which received high praise from press and top fashion bloggers.

Seasalt's (<http://www.seasaltcornwall.co.uk/>) Creative Director Neil Chadwick commented on the decision for John Lewis (<http://www.johnlewis.com/>) to expand its 'Artists and Potters' collection:

"We're incredibly proud of our 'Artists and Potters' collection and we're delighted that John Lewis (<http://www.johnlewis.com/>) have decided to feature the collection again for Autumn/Winter 2012.

St. Ives has a special place in our hearts. A walk around the streets, with the little studios clustered amongst the granite cottages, the Leach pottery, and the Tate with its ceramic collection, were all an incredible source of inspiration for the collection.

We're extremely pleased that we have the chance to offer the high street Cornish inspired clothing once again."

The 'Artists and Potters' collection embraces Seasalt's (<http://www.seasaltcornwall.co.uk/>) reputation for high quality, pretty, yet practical clothing that references nautical garments traditionally worn in St. Ives. Skirts, tops and jackets use textile designs that reflect the unique identity of the town, with names like 'Hepworth Fig' and 'Potter's Mark Parchment'.

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- Seasalt (<http://www.seasaltcornwall.co.uk/>) started in 1981 when Don Chadwick and son David went to Penzance to buy a jacket on a wet day in August 1980. They got on so well with Mrs. Strutt, the owner of the Army and Navy surplus shop that they ended up buying it. Sons Leigh, David and Neil Chadwick are still involved to this day with the business.
- Seasalt (<http://www.seasaltcornwall.co.uk/>) contribute towards maintaining and promoting local traditions and skills by selling a range of locally made products such as smocks and canvas sailing bags. Seasalt (<http://www.seasaltcornwall.co.uk/>) sponsor gig rowing clubs and a sea shanty choir, as well as working with schools on creative projects. Seasalt (<http://www.seasaltcornwall.co.uk/>) also regularly fundraise for local charities, raising over £18k in the last three years for charity.
- Seasalt (<http://www.seasaltcornwall.co.uk/>) is an eclectic team filled with designers from a variety of backgrounds who all love Cornwall. Fashion designers sit alongside fine artists, illustrators and creative writers. Seasalt (<http://www.seasaltcornwall.co.uk/>) is a melting pot of ideas and innovation.
- Visit the Seasalt (<http://www.seasaltcornwall.co.uk/>) 'About Us' page on their website for more information on the materials that they use: www.seasaltcornwall.co.uk/customer/fabricstories
- Say hello at one of Seasalt's (<http://www.seasaltcornwall.co.uk/>) 13 shops across Cornwall, Devon, Guernsey and the Isles of Scilly, or visit www.seasaltcornwall.co.uk

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