



Patrick McDowell

THE LANCASHIRE ROSE

THE BRAND

Patrick McDowell is a London-based sustainable luxury fashion brand, redefining the fashion industry through a visionary blend of creativity, innovation, and circular design. Known for its commitment to crafting limited-edition, made-to-order garments from planet-friendly materials in London, the brand ensures each piece is meticulously designed to last, offering redesign and repair services to promote longevity and circularity.

Since its founding, Patrick McDowell has garnered global recognition for pioneering sustainable practices that do not compromise on quality or artistry. Featured in leading publications,, the brand is celebrated for its bold designs and collaborations with emerging and established talents, including Lady Gaga, Sarah Jessica Parker, and Keira Knightley.

Recognised for their commitment to helping reshape the future of the fashion industry, McDowell was named to the 2025 Forbes Europe 30 Under 30 list and in the same year received the Queen Elizabeth II award for British Design From HRH The Princess of Wales. They have spoken about their work in sustainable fashion at the United Nations Headquarters in New York City, both in 2022 and 2024, advocating for a reimagined, environmentally responsible future.



Look 1

Eurydice Cape - Noir

Eurydice Dress - Blurred Rose with Noir



Look 2

Daphne Jacket - Champagne

Alexandra Trouser - Noir



Look 3
Elenore Dress - Noir



Look 4
Hilary Skirt - Noir



Look 5
Delphine Top - Champagne
Florence Trouser - Noir



Look 6
Marie Dress - Noir



Look 7

Honor Shirt - Noir

Honor Skirt - Trench



Look 8
Marie Dress - Sceptre



Look 9

Daphne Jacket - Bianco

Florence Trouser - Bianco



Look 10
Charlotte Jacket - Blurred Rose
Honor Skirt - Bianco



Look 11
Louise Dress - Blurred Rose



Look 12
Wales Jacket - Blurred Rose



Look 13

Honor Shirt - Bianco

Honor Skirt - Bianco



Look 14

Alice Jacket - Bianco

Francesca Trouser - Blurred Rose



Look 15
Anna Shirt Dress - Blurred Rose



Look 16

Honor Shirt - Noir

Honor Skirt - Blurred Rose with Noir



Look 17
Frances Dress - Blurred Rose



Look 18

Elsie Jacket - Noir

Sophie Trouser - Noir



Look 19
Elenore Chiffon Overlay Dress - Champagne on Noir



Look 20
Kathleen Dress - Noir



Look 21
Maria Cape - Champagne



Look 22

Michelle Dress - Bianco with Noir



Look 23
Ida Waistcoat - Noir
Helen Cape - Noir
Florence Trouser - Noir



Look 24

Daphne Jacket - Bianco with Noir

Hilary Skirt - Bianco with Noir



Look 25
Jessica Dress - Bianco