

Hegarty

Hegarty Debuts at London Fashion Week September 2025

Sustainable Outerwear and Timeless Design, Made in London

This September, Hegarty makes its London Fashion Week debut with a digital profile on the official schedule, presenting its latest sustainable outerwear and ready-to-wear collection. Founded by fashion photographer-turned-designer Matthew Hegarty, Hegarty is a London-based brand built on three fundamentals: Design, Ethics, and Quality. Every garment is proudly “Made in London” using British fabrics, sustainable textiles, and hand-finishing by local artisans.

For its first appearance at London Fashion Week, Hegarty presents a digital showcase inspired by 1940s tailoring, 1970s ready-to-wear, and the drama of French Revolutionary silhouettes. Signature materials include locally sourced wool, organic fabrics, nontoxic dyes, byproduct leathers, and carefully selected deadstock. Since launching just over four years ago, Hegarty has grown from two outerwear styles into a fully considered collection, with standout pieces such as the Women’s Pea Coat and the Hegarty Cloak already drawing a global following.

“With Hegarty, I wanted to create fashion that lasts,” says Matthew Hegarty. “This debut is about showing that sustainability and timeless design can go hand in hand — even on the digital stage.”

Hegarty’s London Fashion Week digital profile underscores the brand’s ethos of slow fashion, offering enduring pieces that reject seasonal disposability in favor of craftsmanship, sustainability, and style with longevity.

