

Patrick McDowell

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PATRICK MCDOWELL SS26 COLLECTION 'THE LANCASHIRE ROSE'

A celebration of British Heritage and craftsmanship, McDowell launches Ready to Wear at Battersea Power Station, Control Room A.

20th September 2025 - London-based designer Patrick McDowell debuts his latest collection, 'The Lancashire Rose,' at London Fashion Week - his most intimate collection to date and a love letter to his grandmother. Born in 1923 in Lancashire from a family of fabric weavers, she inspired Patrick to start sewing.

The collection celebrates British craftsmanship by collaborating with skilled artisans. Through meticulous craftsmanship, circular beautiful garments are created. Following the Queen Elizabeth II Award for British Design, Presented by HRH The Princess of Wales the brand now embarks on a new beginning with their prêt-à-porter debut, symbolising conscious growth rooted in sustainable innovation and British craft heritage, alongside continuing to service their dedicated bespoke and made to measure clients at their London studio McDowell will launch limited edition RTW with a handful of boutiques worldwide staying true to their exclusive and artisanal approach.

'The Lancashire Rose' is a tribute to generational strength that centers family, craftsmanship, and Circularity. McDowell learned to sew on his grandmother's 1950's sewing machine that she had used to make her own children's clothes. A resourceful woman affectionately known as the Lancashire rose, McDowell was always inspired by her ability to make do and mend and create beauty from the most humble beginnings. 3 generations of McDowell's family are present in the audience.

'Losing someone so close to you is one of the hardest things we endure. Creating this collection was a form of therapy, of grieving and celebration for my Grandmother.'

The runway music has been beautifully created by celebrated composer Erland Cooper. Recordings of McDowell's Grandmother intertwine with Cooper's signature poetic sounds to create a moving and beautiful backdrop to the collection. Music was directed by Dave Chase.

The collection's significance is enhanced by being the first fashion show at Battersea Power Station's Control Room A, a landmark that symbolizes London's ability to adapt to its continuously changing landscape while remaining true to its heritage, much like McDowell's own journey in Fashion. The original 1930s panels, dials, teak parquet flooring and Italian marble walls have been lovingly restored in Control Room A, a reflection on Patrick's own commitment to breathe new life into pieces from the past.

The collection features a series of accessories developed in collaboration with Aspinall of London, a brand renowned for its legacy in handcrafted British luxury. Together, they created a limited edition collection of bags,

scarfs and a pair of slippers. The latter was inspired by Patrick's own pair bought over a decade ago, which sparked the imagination of Iain Burton, Aspinal Founder and CEO.

Traceability is ensured by Certilogo, a global fashion-tech company pioneering connected product solutions and providing end-to-end Digital Product Passport (DPP) technology. Pieces from the collection feature secure authentication, allowing clients to access exclusive content through the scannable code integrated into each piece. This partnership extends beyond traceability, unlocking smart circular services that enhance the product's lifecycle, including professional repair and redesign guidance, and responsible end-of-life programs.

Thanks to Certilogo, McDowell has taken the connected product experience one step further by crafting a unique immersive narrative that tells the story of his grandmother's life and the clothing created. To bring this vision to life at the show, McDowell has recreated his Grandmother's own passport from 1923 which documents McDowell's family and a scannable code to enjoy the unique journey of her life.

Continuing their work with The Kings Foundation, McDowell has worked with Milliner Niall Daniel White from the Foundations Millinery Fellowship, to create a capsule collection of 3 hats for McDowell's clientele to purchase alongside either bespoke orders.

The collection showcases innovative partnerships with sustainable textile pioneers. DyeRecycle, a London-based company that recovers and reuses dyes from textile waste, collaborated on a striking red satin dress embellished with handmade silk organza rose petals.

Circ, whose revolutionary fiber-to-fiber recycling technology returns clothes to raw materials, partnered to create a striking gown and cape for the collection.

Through these partnerships, McDowell creates a collection that blurs the lines between heritage craft, high fashion and circularity, pulling away from the disposable nature of contemporary fashion to honour the hands that create their incredible pieces.

Show production was kindly supported by Broadwick Group and Vibration Production. Broadwick Group is a leading creator, developer, and operator of spaces and experiences, known for transforming venues into cultural destinations. Vibration Production is a creative production agency delivering design-led staging, set builds, and event production for global brands.

Shoes were kindly supplied by Casadei. CASADEI is the epitome of Italian luxury, renowned for its bold, sculptural heels and exquisite craftsmanship that blend timeless elegance with avant-garde design. A full Family history of Made in Italy.

Incredible floral artwork was provided by B corp certified and local to battersea florist, Blooming Haus.

Hair and Makeup were kindly supported by Beautick. Established in Milan in 1993, BEAUTICK is a global icon of Italian luxury and craftsmanship, founded by Beppe D'Elia and renowned worldwide for transforming beauty into extraordinary style, offering exclusive Hair & Make-Up services that blend tradition and innovation for the fashion system, celebrities VIP clients, and prestigious brands across Europe, Asia, and America.

About Patrick McDowell

Patrick McDowell is a London-based 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, 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 Sarah Jessica Parker, Lady Gaga 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.

“Sustainability is at the core of everything Patrick does, striving to reinvent luxury through a sustainable mindset.” — Anna Wintour, Vogue.

Learn more at: PatrickMcDowell.co.uk

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