

ANNA MASON

SPRING SUMMER 2022 'THE GARDEN OF FREEDOM'

Press Release

18th September 2022

Anna Mason's Spring Summer 2022 collection is based on the concept of 'The Garden of Freedom'. Freedom, the thing we have longed for throughout the pandemic, as enjoyed in the free space, natural beauty, and renewal of the summer garden.

Beyond the refuge of her own garden, Anna took inspiration from Claude Monet's 1900 painting, 'Le jardin de l'artiste a Giverny' ('The Artist's Garden at Giverny'). Seeking to combine the theme of the artist in her Garden of Freedom, Anna commissioned London-based, RCA-trained painter Jonathan Schofield to paint a portrait that she could use as a print. The face we see in the prints of Jonathan's painting became the muse for the collection.

The artist theme continues throughout the collection: painterly prints and marks are combined with silhouettes inspired by artists' smocks. Similarly, Anna's liberal use of linens can be traced back to the artist's use of raw, natural linen as a canvas to paint on.



Campaign by Jonathan Glynn-Smith.

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EDITORS NOTE: ABOUT ANNA MASON

Anna Mason clothes are feminine, wearable and timeless. Classic yet modern with a romantic nod to the past, they have a youthful attitude that is relevant to the lifestyles of women today.

With the needs of the modern woman and her real-life situations in mind, Anna Mason clothes offer authentic day to day dressing solutions for the here-and-now that become 'go to' wardrobe favourites. Each season the collection has a distinct, directional silhouette that flatters and frames in a unique colour palette, using classically beautiful fabrics.

Where possible Anna uses British fabrics and this remains constant season-to-season. The clothes are the very opposite of disposable fashion. They are beautifully made, stylish and luxurious pieces that are designed to fit and flatter so that they are worn again and again. Sustainability has always been a core value for Anna Mason. This ethos was established from the very beginning, when Anna Mason set out to make clothes that women would cherish as outfits that worked for their individual shape and size, filled the gaps in their wardrobe and were suitable for everyday life as well as special occasions.

Anna Mason collections are available on a made to order basis, with some pieces available as limited-edition stock items. Anna Mason is also stocked at NET A PORTER and other select retailers.

ABOUT ANNA

Anna completed six years of study in Fashion Design with a first-class honours degree from Edinburgh college of art and graduated with an MA from the Royal College of Art in 1995.

Her first job as a fashion designer was working for Karl Lagerfeld in Paris, after which she worked in Italy for MaxMara and Valentino. Returning to London she then worked for Amanda Wakeley and has consulted on design for various brands. In 2012, she established her collection under her own name as Anna Mason. Anna was eventually inspired to start her label after making pieces for herself that led to her being stopped by other women and asked where she had bought them. Today, many of her loyal customers report the very same experience when wearing Anna Mason.



Film still from a film by Douglas Hart and Lynette Garland,

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'The Garden of freedom' campaign video was filmed on location in the UK
by Douglas Hart and Lynette Garland, styled by Leith Clark.

Campaign photographer Jonathan Glynn-Smith
see @jonathanglynsmith and www.jonathanglynsmith.com