

Browns

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SEEDS

IN BLOOM

Presented During London Craft Week

13 - 19 May

This London Craft Week, immerse yourself in a world where craftsmanship flourishes amongst the promise of spring.

In Bloom, a collaboration between SEEDS Gallery and Browns Fashion, unearths the roots of two innovative artists' explorations of spring themes in full bloom. Craftsmanship intertwines with the vibrancy of the in-between season in celebration of the beauty of artisanal craft, and the boundless possibilities of artistic expression through the fusion of fashion, art, and design.

We're celebrating the works of revolutionary artists who are redefining traditional craft practices, sparking important conversations in sustainability. From James Shaw's "Plastic Baroque" project which challenges the notion of waste, to intricate sculptures by Elodie Blanchard, the master of harmonious textile artistry breathing new life into discarded fabrics.

Journey throughout the curated spaces spanning three floors of the Mayfair flagship store, to discover the captivating artworks echoing the reinvigorating narratives of the new season's sartorial updates. Each artwork represents a connotation to the power of hope and joy, telling a story of resilience and transformation, echoing the cycle of growth and renewal.

SEEDS

SEEDS is dedicated to uncovering, showcasing, and championing collectible and unique contemporary designs, with a focus on pushing the boundaries of experimentation. Our mission is to present the work of both established and emerging artists, nurturing a dynamic platform for innovation and creativity. We are driven by a passion for conceptual ideas, remarkable raw materials, and the fusion of traditional and specialised techniques. At SEEDS, we strive to uphold ethical practices and support environmentally-conscious initiatives.

Address:

BROWNS

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**LONDON
CRAFTWEEK**

SEEDSLONDON.COM