L’Wren Scott eludes Jagger's shadow and Mulberry designer says farewell
Scott's London collection steals the spotlight from rock star boyfriend, while
Emma Hill presents her final Mulberry collection

Jess Cartner-Morley
The Guardian, Sunday 15 September 2013 19.51 BST

Scott said: 'I was worried that in London I would be judged for who I know, rather than what I do.' Photograph: REX/Richard Young

When fashion designer L’Wren Scott moved her catwalk show from New York to London earlier this year, she had one significant concern: "I was worried that in London I would be judged for who I know, rather than what I do. In New York, I am known for fashion." Scott, a designer with a two-decade backstory as one of the most powerful red-carpet stylists in Hollywood, is still better known in the UK as Mick Jagger's girlfriend.

But London's high stock of cultural capital persuaded her the time was right for a show here. "People all over the world pay a lot of attention to what happens in London," she said.

"Last year with the Olympics, the Jubilee, every great art show being here, it just felt more than ever like the epicentre – and as a creative person, that's where you want to be."

On Sunday at London fashion week the formidable Scott, who stands 6'3" in her handmade brogues, showed for the second season that her clothes are quite capable of stealing the limelight from the diminutive rock star seated next to Anna Wintour.

L’Wren Scott spring/summer 2014 show at London fashion week. Photograph: REX/Richard Young

Scott delivers the Oscar-level glamour achievable by dresses which are not only painstakingly tailored to create a knockout silhouette, but embellished and crafted into works of art. A 16th century Japanese screen decorated with drawings of kimonos, seen in a museum, gave Scott the starting point for bandage-tight dresses delicately embroidered with cherry blossom, a Tokyo-inspired take on Le Smoking, with a kimono-wrapped jacket fastened with an obi-style belt, and bento box red
tailoring with the origami folds at the collarbone which Roland Mouret has long since used to flattering effect.
"What resonates culturally with me about Japanese style is that it is very covered up, but very sensual," said Scott, interviewed before the show while casting models in her Chelsea studio.

L’Wren Scott spring/summer 2014 show at London fashion week. Photograph: REX/Richard Young
Staging a show at London fashion week, traditionally squeezed between New York and Milan, still has "practical challenges", said Scott. "You don't know which models will be in town until they walk through the door for casting, and I find that hard because I'm not naturally a last minute person. I like to be organised."
Scott has an alpha female aura which succeeds in infusing the clothes, drawing like-minded women to them: in the US, Michelle Obama and Oprah Winfrey are regular L'Wren Scott wearers. Scott will not, however, be drawn on names of potential high-profile British ambassadors. "I love seeing women looking great in my clothes. I don't care who they are. I don't quantify people by celebrity," she said.