



## PROFILE



On graduating from the College of Design in Dublin, Velda Lauder was head hunted for the creative team at the world-renowned Brown Thomas store, as senior display artist and assistant fashion coordinator. Whilst there she designed her first clothing collection, won a Smirnoff Young Designer of Year Award, and joined the first Dublin based performance art group, Boutiques for Divisions.

In 1994 she relocated to Ibiza, selling her designs and working with the creative design team at the Ku/Privilege Nightclub. From there she moved to London, and immediately found herself designing clothing for rock stars and royalty, and working as a stylist for Tatler and Opera Now.

In 1996 she met her French business partner, Claude Siri, and together they opened Velda's first shop; Pagan Metal in Kensington Market. Here she created her ground breaking and influential 'Warrior Woman Collection'. The impact of these powerful images of Futuristic Goddesses resulted in phenomenal TV and magazine coverage, including a documentary on Velda Lauder for French TV. The collection was also featured at London fashion week for the label 'Red or Dead'. Velda's particular interest in corsetry developed into her first corset based collection 'Vanity Collection' in 1997. Soon after Pagan Metal moved to larger premises in Soho, selling shoes, jewellery and corsets to London's cognoscenti.

Her complimentary club night 'Fantastic' followed in 1998. Fusing live bands, fashion, and performance art, with a twist of fetish, London had rarely seen anything like it, and it was an overnight success.





## Velda Lauder

By 2000, it felt time for a change of pace, and Velda chilled out with yoga, and a moved the central London shop to a huge loft space in trendy Hoxton/Shoreditch. She developed her corset skills, creating her unique 'Uber-Curve' method of corset construction and tailoring.

In 2006 Velda designed corsets for the Coco De Mer Couture Collection. She then re launched her brand as 'Velda Lauder Corsetiere' with a fabulous evening at the Soho Revue Bar. Vogue Magazine subsequently featured 5 corsets photographed by Mario Testino in a shoot with Nigella Lawson and Gordon Ramsey.

More recently Velda has specialised in consulting on projects with various high profile celebrities. She created the spectacular head to toe look for Dita Von Teese photographed by the late great Bob Carlos Clarke. George Michael used 3 of her classic looks in his 'Easier Affair' video, and Robbie Williams film noir video 'Love Light' featured 12 dancers dressed in Velda's military 'Peace Warrior Collection'. The Sugababes wore 3 of Velda's underbust corsets, encrusted with Swarovski crystals for the finale of the Fashion Rocks event shown on Channel 4.

Velda is currently working with Victoria's Secret on their annual end of year televised fashion show spectacular in November 07, and is also creating two new collections, with the 'Classic Bespoke', and a more accessible 'Ready to Wear' range.

*Velda Lauder*

For bespoke fittings / special enquiries / direct sales enquiries  
please contact Velda Lauder direct on:  
tel: +44 207 281 5623 ♦ mob: +44 772 923 6547 ♦ email: [Info@veldalauder.co.uk](mailto:Info@veldalauder.co.uk)

