

Secretia talks to Sam Merry and discovers all at FairyGothMother...

The wonderful world that is...

FairyGothMother

Sam, our fashion "fairy goth mother", created her gothic clothing company on 4th July, 1999 during a particularly dull IT contract she was completing. At first, FairyGothMother, ran as an internet based company and when the IT contracts came to an end, Sam looked for premises to start the business fully. Within two weeks of moving in to their premises in the Lock market, Camden, Sam knew it was too small. "We hung things very close to the ceiling just to get enough room and had one changing room that was tiny". Luckily, she got on well with the landlords and was offered them the premises next door, where they now reside. The net, however, still plays an important role in the business. Their PVC lines are only available online and FairyGothMother are forever putting up Ebay auctions, to clear old lines. So what prompted this business venture? Sam, herself, had no background in fashion, or design. "I like stuff," she

giggles. "Also, a frustration with off-the-peg goth clothing at the time, with their one size suits no-one fittings. I just like clothes. I'm addicted - especially the corsets. When I'm out at the wholesalers I look for something that is different. That means something that I can't get in Camden or easily elsewhere." Corsetry is without doubt high amongst the priorities at FairyGothMother, but whilst inside this Aladin's cave expect anything from latex and leather to lingerie, bejewelled accessories and burlesque. Its a one stop shopping fantasy world for any cinderella seeking the waving wand from our FairyGothMother. Sam adds, "We stock only beautiful tailored latex gowns and separates by designers such as Inner Sanctum and Bondinage, who are spot on with cutting edge 'funky' designs that look fabulous on people of all sizes. Our burlesque range is becoming increasingly more popular, where Can Can goes mad and petticoats, tutus, nipple tassels and



showgirl dresses are all ready to tease and bedazzle, all with that Moulin rouge inspiration found in the detail. Sam's current darlings are the Puimond corsets. They create a tiny wasp waist with a standard six inch reduction. "If you are not used to corsets they may not be for you," says Sam. "They are double boned and triple lined. Unfortunately, there is a three-month waiting list - but that is the price for such an item. Not a stitch out of place. The designs are all taken from Edwardian patterns and then given a modern twist." They also use a German run-of-the-mill corsetiere company that has just designed 4 pinstripe "concept" pieces. The exact details are under wraps at going to press but Sam got so excited when she told me the details of these items, just take it from me that they're special! Be sure, that Alternative London will be there when they are previewed, so watch this space...

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