



A Vicious World



Secretia talks to the enigmatic Vicky from the Camden store, **Vicious**, and finds out more behind the inspiration for their provocative clothing designs.



want any!" she states proudly. "If I'd have gone, they would have only told me that I couldn't do things. Or that only this went with that. That's not what I'm about. Fashion, to me, is about experimentation." I mentioned that I had noticed such experiments in her work. "Oh yes. I love to experiment with texture and colour, especially. There is so much you can achieve." Vicky says that she starts with the body as the main raw material, and from there the aim is to decorate it in a way which is most flattering to the body. The brave use of colour is also a part of the Vicious trademark. She points to the trousers she is wearing; a blue denim base with netting laid over the top. "These have become my trademark. Everyone knows these are a Vicious design!" She carries on, "I love to make clothes for women. They have fewer inhibitions than men do. I enjoy seeing the transformation they undergo when they wear a new colour. For example, a lady with pale

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skin looks beautiful in blue." It is at this point that I recognize she is talking from the soul; the sparkle in her eyes as she is telling me, gives that away. I asked her where she gets her inspiration. "Oh! It comes from all around me. Things in everyday life. It may be something that catches my eye, a small item, something that nobody notices, and then I use it, incorporating it into my designs."

The conversation then leads to the Camden Shop. "We have been in Camden for quite a few years and in the new shop just a few weeks, with Pepi's [experimental hair salon] along side us." Up until now, Vicious have been focusing on ready-to-wear fashion, but in the future, things are going to change. "We have decided that Vicious will focus on made-to-measure clothing. I have finished the preliminary designs and the customer will be able to look at them and decide what the overall outfit will look like. They can either have the outfit as it is, or, they can take a bit from this design or a bit from that design or change the colours. Essentially each outfit will then be unique. We will continue to have the Camden store, but

It's a warm Saturday afternoon and I meet up with Vicky in the middle of the Stables Market in Camden over a much welcomed cold beer. If you take a moment to look at her, she oozes fashion designer and that individual fashion style was apparent in her own attire; wearing a red tartan hat upon her shocking pink hairdo and donning a turquoise frock coat that I assumed to be handcrafted. The beautiful tailoring was clearly noticeable. Vicky tells me that she began designing clothes about 6 years ago. "Before that, I worked in clothing retail, and although it taught me a great deal and was enjoyable at the beginning, it was not what I wanted to do for the rest of my life!"

I inquired if she had received any formal training in clothes design. "I didn't



we plan on renaming it Vicious Labels. And we will continue to stock items by designers such as Alicia and Manuel Albarran in our shop but the Vicious brand will deal with made-to-measure only. We also have plans to have an area where nail art can be done and a facility to design your own bag!"

Vicky then talks of her native Spain. "We are opening new premises in Barcelona, as part of the Hospital del Arte. It will be great, as it will give new designers a chance to show their stuff to a new audience. Pepi's are opening there, too and we will all be taking part in a fashion show in September or October of this year."

Vicious undertake commissions for artists, singers, musicians, TV, video, and radio. Styling for film projects will be part of the next phase of this young company's plans, having already made costumes for the beauty awards at the Royal Albert Hall. Vicious attracts clients who believe in their individuality and are unafraid to dress-up and live in that fantasy world called reality. I asked Vicky if she designed her clothes with any demographic in mind and she simply said "I always get asked if I'm a goth, or a punk and I always give the same answer. I am just Vicky."

SECRETIA

To see the full collection of clothing available at Vicious Labels visit their Camden shop:
Stables Market, Chalk Farm Road, NW1 8AH.
Tel/Fax: 0207 485 5266.