



MISTAMINA

AUTUMN WINTER 2017



ALFIE



FRANK



STANLEY



RUPERT

Fashion label Mistamina is a London-based brand to complement a town and country lifestyle, designed by Lady Melissa Percy to provide a unique, youthful update to outdoor wear.

Mistamina offers a unique position in the luxury fashion world and was born to bridge a gap in the market for affordable, chic outdoor clothing. The debut collection is designed by Missy to challenge preconceived misconceptions of female outerwear, with a distinctive tomboy edge, synonymous to Missy's personal style.

The capsule collection comprises of two camouflage bomber jackets, loose and fitted suede effect shirts, and chunky knitwear. Pieces are cut to flatter, designed for comfort, and carry a colour palette featuring authentic rustic hues finished with contrast scarlet detailing – a symbol of Mistamina.

Lady Melissa Percy says of the collection; "I have aimed to juxtapose outdoor performance-wear with femininity. Creating pieces that deliver a fresh, contemporary, edgy stance to traditional outerwear. I've designed pieces that I would wear myself; a capsule collection that embodies an appreciation of sartorial elegance coupled with an active outdoor lifestyle".

Growing up in both town and country, Missy has lived and breathed an outdoor lifestyle from a young age, with fashion always very close to her heart. With a love of British-style, Missy based the collection on designs she sketched as a young girl, when she could not find clothes to wear that were both stylish and that suited her fun and adventurous lifestyle. The pieces from the collection have been named after Missy's cherished dogs pictured.



FRONT COVER: RUPERT SHIRT, KHAKI £80

LEFT: RUPERT SHIRT, KHAKI £80 AND FRANK BOMBER, BROWN £160

RIGHT: RUPERT SHIRT, KHAKI £80



ALFIE SHIRT, PEACH £70 AND FRANK BOMBER, CREAM £160



ALFIE SHIRT, PEACH £70



STANLEY JUMPER, CREAM £90



FRANK BOMBER, BROWN £160



STANLEY JUMPER, BLACK £90



ALFIE SHIRT, PEACH £70





ALFIE SHIRT, JADE £70



RUPERT SHIRT, CAMEL £80



RUPERT SHIRT, ROYAL BLUE £80

THIS STORY WAS SHOT IN THE LAMMERMUIR HILLS, THE
SCOTTISH BORDERS AND SLOANE SQUARE, LONDON.

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