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**IA London**

IA London is a British avantgarde fashion brand delivering artistic content in the form of distinctive looking garments and accessories. IA London was founded in 2017 by Cambridge-based designer Ira Iceberg, whos vision is one of wholly personalised fashion.

To support IA London’s vision, a unique design process was developed in stages, whereby a series of original hand painted artworks, created by the founder, are digitally printed directly on the pattern. These paintings become the surface of IA’s garments and define their distinctive appearance, unprecedentedly integrating fashion and art.

IA London’s SS20 collection ‘I’m Bias-Blind’ is inspired by King Lear, the recurring images of sight and blindness illustrate the theme of self-knowing and consciousness, producing a situation in which those with healthy eyes are ignorant of what is going on around them, and those without vison, appear to ‘see’ the clearest. Healthy eyes appear to be infected by prejudices., producing biases-corrupted vison. Blindness embraces diversity with no regard for colour, age, gender. This is interrupted in oversized silhouettes, childlike accessories, and layers of sheer fabrics.

IA London has been featured in global publications including Huf, Vogue Italia, Schon! and L’Officiel Austria, alongside selling in international stockists; Young British Designers, Up/Art Brescia, Secret Room Graz, YAD Boutique, Ela Selected Dusseldorf, Klok Boutique Beirut, Politix LA, to name a few.