

Alt
fashion

Model: Kay Morgan | Designer: HMS Latex | Photographer: Stephane Roy

End of year poll Winners special part one

Stephane Roy


WWW.STEPHANEROY.COM

UK Site winner

Model: Lady Amaranth | Photographer: Mark Perry Photography

Readers will already recognise **The Gothic Shop** from our previous End of year poll's and features, their ever expanding range of gorgeous gothic attire has kept you in many a lace adorned gown and ruffled shirt whilst causing a bit of wardrobe envy.. so we were pleased to see them re-claim the throne as UK site in this year's poll. With ranges that continue to grow, how they find the wonder-us items they stock we don't know, we can only assume that they have a secret gothic narnia like wardrobe that leads them to each new purchase! But they continue to bring a wonderful selection of finds that of course has kept you going back time after time to their site.

Having re-claimed the title of UK site were they surprised to win? "Most definitely! We were so incredibly busy and preoccupied over the festive period it was a complete surprise being told we had been nominated for Best UK Site and were actually in the final three, just like that! And to then find out later that we'd won was fantastic! Up against such strong competition too. To all those who voted for us; thank you very, very much! It really is appreciated."



They've certainly kept busy since we last caught up with them a few years ago, just what have they been up to with the site? "I think we last caught up just after we won the End Of Year poll in 2010, and there's certainly been a lot going on since then. Our second daughter was born in 2011, so it's generally been a crazyfest of juggling nappies, two children and work since then. My partner also gave up his job to join the business full time, so that's definitely helped with what's turned out to be our busiest year so far. 2013 has been another 12 months of long days and late nights to keep the business running on all cylinders, but at least I now have someone to delegate more of the work to :-)"

As The gothic shop grows so does the range of items in store, there's plenty for you to look forward to over the upcoming months with gorgeous items from Punk Rave and RQ-BL recently added to their stock. "we love their collections and we enjoy the way they offer a refreshing addition to the genre, so we intend to continue with those. And the name is cool too, don't you think? Red Queen's Black Legion. If I had my own personal army, I think that's what I'd have to call it!"

Always looking to expand plans are a foot to bring in more handmade items too, "We may also look at possibly adding more handmade jewellery and accessories; we always seem to get a good response to that. We'll undoubtedly stay up to date with our most popular ranges - Hell Bunny, Sinister, Restyle, but we also have customers suggesting certain brands they think we should look into, so that could possibly bring forth some nice surprises for all."

Following their End of year poll what do they have planned for the rest of the year? "[Sales head on]: Try to carry on providing the Gothic and alternative community with an alluring array of clothing, jewellery and accessories that cater for the daily grind through to the extravagant shindig :-). So far 2014 is pretty much a clean slate with a few bits and pieces pencilled in that can't be confirmed at the moment, so we intend to continue doing what we do and keep our eyes open for anything interesting we can get involved with along the way. Maybe we'll find the time to give ourselves a few days off for a well deserved rest... but I wouldn't put money on it!"

www.the-gothic-shop.co.uk


International Designer winner

Model: Lotte | Photographer: Bommi

This year a little bit of gorgeous, squeaky, Parisian latex caught our readers eyes crowning HMS Latex as the winner of our International Designer category, we've had our beady eyes on their delightful designs for quite some time, with pieces that bring art deco decadence, futurism and pin up art into a wearable high fashion form, so of course we were delighted to see them nominated in this years poll.

With latex still on the rise up it's no surprise that a designer taking the fabric into new heights was crowned as the winner, were they surprised to win? "I must say I was!" says HMS latex designer Sophie "It's the first prize we've received that isn't strictly a fetish fashion prize. We're very grateful and proud!"

photo's taken @ dominatrix
09-03-2013 www.dominatrix.nl

A woman with dark hair and red lipstick stands in a snowy, wooded area. She is wearing a shiny, red, short-sleeved latex dress with a high collar and a silver ring belt. The background consists of snow-covered trees and ground.

Last year was a bit of a quiet period for new designs with the label but even then they still managed to draw attention and capture your imagination; "2013 was a year of maturity for HMS. I took a step back to reflect on my work, and I also took a break from designing (no collection last year!). In February we did the interview with the Fetishtistas where we discussed among other things plus size-clothing design, then we did the show at the Dominatrix in Amsterdam. Our customers realized then that we were not accidentally body positive but actively so."

The designs are certainly unique from gorgeous ruffled cocktail dresses to deco print lingerie that we could imagine causing quite the stir in the roaring twenties, we can't help but wonder what else they've got up their sleeves for this year. "We're currently working on a high-end collection. Of course, there is little I can say about it and it is still in the early stages. We're aiming to bring HMS to the next level."

Fresh into 2014 it certainly looks set to be a busy year for HMS Latex with plans to "Go with the flow!" we can't wait to see how their new collection turns out!

www.hmslatex.com

Morgana

HELLRAISER

UK Shop winner

SALE

Morgana only opened their joint shop with **Hellraiser** several months ago but they've already become a firm favourite and a must visit shop in Wakefield winning our UK Shop title in the End of year poll. This success comes from their wonderful range of stock with a selection of gothic, fetish, punk, alternative wares and officially licensed music merchandise in stock across both sides of this joint shop.

For such a new venture winning the End of year poll is certainly an achievement, how did they feel about winning? "We certainly were very surprised and over the moon by the result. The current set up has only been in existence for 7 months (although both businesses individually have been around for over 20 years). It is really nice to be recognized though as we had our ups and downs over the years and spent a lot of time, money and effort on keeping the respective shops open during both recessions I think we are individually amongst a small handful of the original alternative clothing/music shops still in existence in this country."

It's certainly a unique venture and one which caught our readers eyes, joining the two shops has brought through regular customers for both shops and enabled them to bring their alternative wares to Wakefield's shopping district. "Sherridan and I have known each other for over 20 years" says Bea owner of the Morgana side of the business, "our shops were always within a short distance from one another - and even though both of us moved premises



several times we were always 'round the corner'. Hellraiser closed their shop a couple of years ago and went online, we had down-sized considerably during that time too so when the opportunity of this shopping centre unit came up it seemed to be the right time to join our two businesses. To be honest we were amazed that we hadn't thought of doing this years ago as it felt like 2 pieces of a jig saw completing the picture. Our respective customers are very happy with the joint venture too as there is now so much choice more for everyone."

Of course some of readers may recognise Morgana for their latex wears which they've been producing to much ecstatic feedback, the results of which you can find in the shop. How did their latex designs start up? "The latex wear is created by my partner under the Rubberstiltskin label. It is mostly bespoke or made to measure work at the moment but we do carry a small range too. There are plans to expand that side of the business, so watch this space."

Following their End of year poll win plans are already afoot for the future, "Winning this award was a brilliant way to start 2014, we are feeling really positive and looking forward to a great year. Our range of clothing is always expanding and changing, we have found some new and exciting suppliers and designers so the shop should always have something new in it. Sherridan is a walking encyclopedia where official music merchandise is concerned and always finding the best and latest designs in t-shirts and accessories (everything from hats, gloves, key-rings, bags, patches, badges, cups etc) plus cds and vinyl. In fact, the shop is now so full that larger premises may possibly have to be the next step."

You can find Morgana & Hellraiser's joint shop at 63 Bishopgate walk, Wakefield



