

Chip Odina

Fashion
United Kingdom

View the full portfolio at <http://www.thecreativefinder.com/chipodina>

Professional Experience and Curriculum Vitae

I like to question the wearers thinking by creating designs that embrace human elements of Architecture, Art, Design and even Film'

After training at the London College of Fashion and Central St. Martins, Chibuzo Odina London born fashion designer; set about setting up the Chip Odina fashion label. Seeking sponsorship through Private companies/ Individual and Arts councils, hard-work paid off with a Princes Trust High Achievement Award with commendations from Price Waterhouse & Coopers. With the involvement of Sir Richard Branson and Virgin clothing, the label went on a promotional tour through Europe and ending up in Australia, where the first Chip Odina Shop was set up. After mixed commercial success with labels such as Sass & Bide and Tsubi, the designer returned to London to Re- launch the label.

Recently profiled for Channel 4Talent, the designer is currently working on a new tailored denim brand, which will be shown at the next London Fashion Week and later in stores.

'As much as the label did well in Australia it needed to grow creatively as well as commercially. Australasian influences are different from European sources of inspirations '.

Colors and style-line may be more vibrant and fluid but tailoring and style definitions are stronger in Europe.

Previous Clientele

Please kindly get in touch for more information.

Awards and Accolades

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