

TRENDS INTIMATE/SWIM FAST TRACKS

Intimates profile: Eyefix vintage print archive

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WGSN visits international print studio Eyefix to explore the impressive vintage print archive at its London headquarters. The lingerie industry forms a large part of Eyefix's customer base, with a portfolio that includes Princesse Tam Tam, Pleasure State and Victoria's Secret.



- Eyefix has an in-house design team and produces prints as well as garments for an impressive list of clients that includes **Chloé, John Galliano, Jimmy Choo and Vanessa Bruno**.



- The Eyefix vintage print archive was originally used as inspiration for silk clients, but as the collection grew to **over 10,000 prints** it organically became a studio in itself. The studio is run by **Sarah Robson** who now sells the prints with copyright to fashion houses worldwide.

Fact file

- Eyefix has international offices in **New York, Seoul and Beijing**. All prints are produced in South Korea.
- The company was created in 1983 and prides itself on top quality products and services.
- The London office is a charming and creative space with a homely feel, located between the **Tate Modern** and **Borough Market**.

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- The prints range from as far back as the **1800s**, right up to the **1970s**. Eyefix co-owner David Eaton has for years been selecting and gathering unique prints and paintings from **auction houses** and **specialist collectors** across Europe.



Sarah Robson describes the studio as "**A unique studio where clients are breath-taken by the designs and can visualise their whole collection as presentations are made in among the Eyefix silks and garments - an Aladdin's cave of ideas!**"



- Eyefix has developed a first-class service over many years, working with a variety of high-end international fashion houses, and has tailored its product and services to individual client requirements, thereby achieving **long-standing relationships with clients**.



- The archive consists of **eclectic and original antiques** that continue to be sourced in order to keep the collection fresh and on-trend. Clients can visit the London showroom to search through the inspiring archive books and chests that are all **categorised by style, era and trend**.



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