

In 2006, then stylist L'Wren Scott (right), invited her fashion industry friends for lunch and surprised them with a viewing of her first collection, entitled Little Black Dress. Eight years on, Scott's sophisticated hourglass tailoring and sumptuous eveningwear make for a fully fledged label, including accessories, eponymous scent and elegant collaborations with Banana Republic and Bobbi Brown. A firm favourite with stars such as Sarah Jessica Parker, Penélope Cruz and Amy Adams, she is not short on famous friends or muses – the fact that she's the longtime partner of Mick Jagger only adds to her allure.

Rock 'n' roll legends aside, the ex-model and former Thierry Mugler muse cuts an imposing figure, standing 6ft 3in in Margiela flats. She's a glamorous advertisement for her designs, but believes that her clothes must flatter all body types – 'we go up to a size 50' (UK 18) – with clever structured designs, devoid of unnecessary embellishments. 'You have curvy clients, busty clients, really thin, not so thin,' she says. 'That's the concept of the collection: that the dress fits.' Her game plan is demure power dressing – an office-smart dress she calls the 'headmistress', or one of her 'showgirls', a killer sequined number or Japonisme-inspired gown. Throwaway chic this is not – her designs are created to defy trends, to be the ultimate for ever dresses.

It is fair to say that in the past 12 months L'Wren has upped her game in stunning style, with smart Fashion Week presentations at London's Café Royal where, for guests, squashing on to benches is out and sitting at tables sipping champagne is in (bonus points from this weary editor). She hosted the Serpentine gallery summer party – where walking adverts for her collection included Eva Herzigova, Princess Beatrice and Georgia May Jagger. Although illness ruled her out of London Fashion Week last month, she stepped up with a social media campaign. Surprisingly, behind this very Hollywood label is a business steeped in Brit traditions: 'Britain has a lot to offer in the world of luxury craftsmanship,' she says. 'I have Stephen Jones Millinery and the Royal School of Needlework on speed dial.'

Self-taught, and with no backers, Scott's quest for perfection and glamorous wardrobe solutions for every woman continues. 'Not to quote Frank Sinatra, but I wanted to do it my way,' she smiles.

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THE TEN-YEAR PLAN? I don't believe that you can plan that far ahead. There are so many ever-changing elements in fashion, business and technology that you are constantly on the move.

THE NEXT ADVENTURE? I am planning a trip to Japan and China.

STYLE INSPIRATION? Michelle Obama, the Queen, Jackie O, Anna Wintour.

STYLE MANTRA? I dress according to my mood, and for comfort.

WARDROBE GO-TO? Charlotte Olympia kitten heels, Martin Margiela brogues, Manolo Blahnik everything.

FAVOURITE COLOUR? For day, black. Everyone who works in my studio knows not to wear colour when we're working on a collection. It is best for creativity. Black is key.

BEAUTY SECRET? Colbert MD skincare, Caudalie Beauty Elixir to refresh and Bobbi Brown & L'Wren Amnesia Rose Palette.

LIFE'S LUXURIES? Having the time to see a great museum or exhibition, spending time with my family, a room with a view – oh, and lots of legroom! ▶

'THE CONCEPT OF THE COLLECTION IS THAT THE DRESS FITS'

What's next for the go-to crew?

The women behind some of our most coveted dresses, shoes and handbags are set to wow us all over again. Vogue's style editor EMMA ELWICK-BATES meets three Brit-based designers who continue to raise the bar



Photograph
BRYAN ADAMS