



AUSTERITY: Newby Bridge fashion designer Angy Morton used the backdrop of Barrow Island flats for her new Austerity collection. Above, a model dresses down for hard times. Below, Angy is pictured at a protest against selling off England's forests plus scenes from Barrow used in Angy's fashion shots
PHOTOS BY MIKE KELLS

Fashion fireball's designs set against island bricks

A SOUTH Lakes fashion designer has not let the economic doom and gloom stop her from designing glamorous outfits.

In fact, Angy Morton, from Newby Bridge, has given her new collection the name Austerity.

To achieve that 1950s austerity feel, photographer Mike Kells chose a red brick backdrop at the Devonshire Dock Road buildings in Barrow.

The buildings created a stunning fashion shoot to highlight Ms Morton's vibrant designs.

Ms Morton, known for avant-garde creations, said: "Everybody is talking gloom and doom, and austerity at the moment, so I decided to design a collection that would be a breath of fresh air."

Austerity is described as a collection of trend setting designs everybody will want to wear.

They are classes as simple and practical, yet stylish, versatile, bright and refreshing.

Ms Morton, who originally comes from Romania and has been living in Cumbria since 2004, is no stranger to avant-garde designs.

In April she devised a project to examine what

Prince William's wedding day would have been like had he chosen a bride from a working-class background.

The shoot in Whitehaven featured the bride leaving home, catching the bus to church and eating fish and chips.

And Ms Morton made headlines with her controversial fashion creations in 2008, when she ripped up her Newcastle United strip to make a wedding dress in protest at Kevin Keegan's departure from the club.

Prices for the Austerity collection start from £74 and the collection is available from the designer online.

Samples were exhibited at the Kells Modelling competition, at The Nines, Barrow last night.

The winners of the competition are set to become the faces of Ms Morton's future ranges.



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