

The New York Times

September 16, 2012

Prints That Tell a Story

By **SUZY MENKES**



LONDON — Digital patterns, painterly brushstrokes, mighty splodges and tiny images — British fashion has made a reputation for “all the new that’s fit to print.”

That mantra defines opening days of a joyous and colorful **London Fashion Week**. The summer 2013 shows vibrate with pattern, but with a fresh story line: the narrative print, telling a tale in tiny pictures.

Even **Matthew Williamson**’s show Sunday, celebrating his label’s 15th birthday, had digital landscape prints of the Indian state of Kerala, inspired by the New York artist Shane McAdams, to contrast with the clothing’s full-on Indian inspirations. The more colorful tie-dye effects, as though from the powders thrown around in India’s Holi celebrations, bled vivid shades onto simple clothes like white pants.