

= Giles Deacon =

Giles Deacon (born 1969) is a British fashion designer , best known for his playful designs and his collaboration with High Street retailer New Look . Deacon was employed by the fashion houses Bottega Veneta and Gucci , before founding his own label , GILES , in 2003 . He launched his first collection for GILES at the 2004 London Fashion Week and was named " Best New Designer " at the British Fashion Awards . Deacon 's designs have been met with critical acclaim and have sparked a renewed interest in London fashion . Having become one of the fashion industry 's most fêted figures , Deacon was named British Fashion Designer of the Year in 2006 and was awarded the French ANDAM Fashion Award 's Grand Prix in 2009 . The designer was appointed creative director of French fashion house Ungaro in April 2010 . Deacon retained the position until September 2011 , when he and Ungaro mutually decided to end their collaboration .

= = Early life = =

Deacon was born in Darlington , County Durham , but grew up near Ullswater in the Lake District . Deacon is the youngest child of David , an agricultural salesman and Judith , a housewife . He has one older sister . He attended Barnard Castle School in County Durham which he credits with instilling in him " the mindset of aesthetics " . Deacon initially wanted to become a marine biologist , but he failed his chemistry A @-@ level . He later joined Harrogate College of Arts , where he completed an art foundation course . After completing his course he went on to study at Central St Martins and was in the same class as fashion designers Alexander McQueen and Luella Bartley . He graduated in 1992 and began collaborating on the label ' Doran Deacon ' with his friend , Fi Doran as well as contributing illustrations to Dazed & Confused .

= = Career = =

Deacon chose to travel and gain experiences at fashion houses , before starting his own label . During his time in Paris , Deacon was hired to work with fashion designer Jean @-@ Charles de Castelbajac , where he learnt how to use a brand name commercially . Deacon worked with Castelbajac for two years , before returning to London to work for High Street fashion houses . During this time , Deacon met the owner of Italian luxury goods house , Bottega Veneta , and was hired to work for the company , becoming the head designer and debuting a much acclaimed collection in 2000 . Deacon was dismissed in 2001 when the Gucci group bought the company and terminated his contract , so they could hire German designer , Tomas Maier . However , he was immediately hired by Tom Ford to assist with Gucci womenswear . Deacon was forced to leave Gucci after one season when he became ill from an infected saliva gland .

Once he had recovered , Deacon decided to take out a loan to start his own label and he launched GILES in 2003 . He launched his first collection at London Fashion Week in February 2004 , styled by his friend Katie Grand , the show saw models Karen Elson , Lily Cole , Eva Herzigova and Linda Evangelista walking the catwalk . The collection received international acclaim and began a renewed interest in London fashion . Deacon regularly shows at London Fashion Week and the GILES collection is bought by over thirty retail stores including Barneys , Harvey Nichols and Selfridges . Deacon counts Thandie Newton , Princess Beatrice and Scarlett Johansson among his clients . Since Deacon launched his label , he has seen the turnover double every year and sales increase during the recession .

In April 2010 , it was announced that Deacon had been appointed the creative director position with French fashion house Ungaro , following the dismissal of Estrella Archs . Deacon became the fifth designer to be hired by the house since the it was sold to entrepreneur Asim Abdullah in 2005 . On 19 September 2010 , Deacon made a return to London Fashion Week , after spending two years showing his collection in Paris . Deacon showed his first collection for Ungaro in October 2010 . Vogue previewed the new collection , which was designed by Deacon , styled by Grand and accessorised by Katie Hillier and Stephen Jones , on their website . Vogue reporter , Dolly Jones ,

described the collection as one of the " most hotly anticipated shows " of the week and she added " [Deacon] looks like he 'll be credited with bringing the house of Ungaro back to life , at last . "

From June 2011 , Deacon took part in the Channel 4 entertainment series , New Look Style the Nation . The designer joined New Look 's creative director Barbara Horspool on a panel tasked with finding an " exceptional new fashion stylist " from contestants , who demonstrate good creativity and style . The winner is hired by New Look as a stylist . Deacon has previously appeared on Britain 's Next Top Model as a judge . On 15 September , it was announced Ungaro and Deacon had " mutually decided " to end their collaboration .

In 2013 , Deacon presented the first ever fashion exhibition at the William Morris Gallery in London .

= = = Style = = =

Deacon has been known to challenge the traditional ideas of womenswear and often uses wild prints and pop culture references in his designs . He has described his designs for GILES as humorous , dark and sexy and has stated that he wants diversity in among them . He said , " My dresses should be worn by young , cool girls just as much as by 55 to 60 year old women " . Deacon often designs " structured big @-@ entrance " dresses , which are aimed at women who want to be noticed . At the 2008 London Fashion Week , Deacon presented a collection with a futuristic theme based on the 1980s arcade game Pac @-@ Man . The character was embellished on many of the dresses and the models wore oversized helmets in the shape of Pac @-@ Man . The designer 's New Look menswear collections have been described by GQ magazine as " straddling the line between quirky and wearable " .

On Deacon 's style , fashion website Style.com has said , " His work is randomness incarnate . It can 't keep to any one message , or develop an intellectual thesis . If you 're looking for a point , he 'll never get to it " . Susannah Frankel of The Independent has said that Deacon 's collections are " a much @-@ needed injection of grand @-@ scale glamour " . Frankel added that a playfulness and humour have also found their way into Deacon 's collections . In May 2011 , Deacon said he does not design for wallflowers and that his collections would always be a " little bit sideways " , " quirky " and " British in feel . " The Scotsman said Deacon 's designs are not brash , but " they suit a woman who has the confidence to take centre @-@ stage . "

= = = Collaborations = = =

Deacon has worked on many collaborations with companies including Sky , Converse and Evoke , with whom he created his first jewellery collection . Deacon has called collaborations " practical " , because they " bring the money you need for your own company " . In a two season collaboration with British fashion company Mulberry , Deacon introduced a line of accessories called " Mulberry for Giles " , which was both a commercial and critical success . Deacon was then appointed to design for the classic British tailoring label , Daks . He showed his first and second collections for the brand in 2007 and his third in 2008 .

In 2009 , Deacon designed and created a strapless dress with polka dots for the Cadbury 's Caramel Bunny , to celebrate the launch of Caramel Nibbles . A limited edition scarf was also created and 1400 were given away via the world 's first online Pop Up Boutiques . The scarf then went on sale at selected John Lewis stores and online . In the same year , Deacon teamed up with Norwegian water company Isklar and created a limited edition Tote bag with fifty per cent of the proceeds from each bag sold going to Oxfam . The following year , Deacon designed a T @-@ shirt for the Environmental Justice Foundation and in January 2011 it was announced that he would be designing a capsule collection for Nine West .

Deacon 's best known collaboration has been with the High Street fashion chain New Look . The collection called Gold by Giles began in March 2007 . On choosing to collaborate with the clothing retailer , Deacon said : " I chose New Look as the high street store to work with , as we both have a sense of fun and believe in fashion for everyone . " Actress Drew Barrymore starred in the first ad

campaigns for the collection , following a chance meeting between her and the designer in a lift . British model , Agyness Deyn took over and modelled the key pieces for Deacon 's 4th collection . Deacon 's first menswear collection debuted in 2008 and his first beachwear collection launched in early June 2009 . On 22 March 2010 , Deacon launched his tenth Gold collection . Three years after starting the collaboration with New Look , Deacon said ; " My tenth collection focuses on dresses which are easy throw @-@ on pieces with a glamorous edge to ensure that you 'll get noticed " . In November 2011 , Deacon launched a line of nail varnishes with New Look . The following year , the designer launched a full make @-@ up collection .

In April 2014 , it was announced that Deacon had collaborated with Ann Summers on a new range of lingerie . The collection was made up of key lingerie pieces and " fashion @-@ forward sexcessories " , which included eye masks and feather ticklers . The range launched in @-@ stores and online on 1 May 2014 . Deacon thought the collaboration would be something different and interesting . He wanted the collection to appeal to the existing Ann Summers customers and a new audience . Of creating the collection , Deacon said " From a quality perspective the fit , details and finish were of huge importance as I wanted it to look and feel as premium and as special as possible . " The Ann Summers collection marked the end of Deacon 's collaborations , as he concentrated on an e @-@ commerce site in time for Fashion Week in September 2014 .

In late 2015 , Deacon designed a womanswear collection for Debenhams . The collection titled Giles Deacon for Edition was modelled by Daisy Lowe and featured " beautiful dresses , bold prints and luxe outerwear " .

= = Recognition = =

In 2004 , Deacon was named ' Best New Designer ' at the British Fashion Awards and in the following year he was given the Young Designer Award at Elle magazine 's Style Awards . 2006 saw Deacon win the British Fashion Council 's Fashion Forward Award , as well as being named British Fashion Designer of the Year at the British Fashion Awards . He was named Best British Designer at the 2007 Elle Style Awards . Two years later , Deacon won the French ANDAM Fashion Award 's Grand Prix , becoming the second consecutive British designer to win the award following Gareth Pugh 's win in 2008 . In the same year , he was named GQ magazine 's Designer of the Year .

= = Personal life = =

Deacon divides his time between his home in Islington , London , his apartment in Paris and Italy . Deacon 's hobbies include swimming , hiking and gardening .

He counts Elsa Schiaparelli , Miuccia Prada , Coco Chanel and Mr J.M. Millet among his design inspirations .

Deacon is in a relationship with actress Gwendoline Christie .