

Petra Storrs is a multi-disciplinary artist based in London whose work encompasses set and prop design, construction, stage design, stage costume design, and illustration. Her ability to metamorphose materials such as paper, aluminium and notecards into elaborate props and editorial ready attire is truly awe inspiring. Petra's wonderful paper work has been featured in fashion editorials in Dazed and Confused and Sublime Magazine, in music videos for Paloma Faith and Florence and the Machine, and her creations have been styled on MGMT and Ipso Facto. Petra is set to launch a collection of fashion accessories made from plastic, resin and silicon this Fall. Watch this space.



It is rare for eco/organic/sustainable fashion to be so elegant and conceptual. Talk me through the concept behind your works.

I often work with paper because it is very immediate, and gives you license to experiment, like a maquette, or a three dimensional drawing, a blue print of how it might be. As lots of my work is for the photographic industry, it really only needs to last for a few days until it is captured in a picture.

How would you describe your aesthetic?

Quite graphic and bold. I'm inspired by any period with a bit of glamour.

How do you feel you are coping with the recession? Do you think it affects the way you design and your creativity?

I'm not feeling very affected by it because I live in a little bubble and I don't have expensive taste or use expensive materials. I think my way of working is comparatively economic; I like the value to be added by the design not the material used. Lots of things I use in my work are found on the streets around my house. I'm always making people help me carry things back to my studio; I'm a bit of a hoarder! If I buy things it makes me feel a bit guilty; the only special thing I have bought in the last year was a pair of Melissa Vivian Westward shoes with moulded toes; they are really amazing!

As an upcoming creative in London, where do you think you get most of your support and what kind of hurdles have you come across?

I get all my support from my friends, but other than that I think London is a tough city!

What brand/designer would you like to collaborate with?

I would love to collaborate with Melisa Shoes in Brazil; they have an amazing injection moulded shoe factory.

As a multitalented art director, which do you prefer, designing for the stage or for fashion editorials?
I think it's much easier to design for fashion editorials than for the stage! The camera lies!

What does a normal working day for you consist of?

Lots of emailing, researching, and running around London trying to find things quickly. After the shops and offices shut and it's finally nice and quiet; that's when I can get on with making everything!

Who or what has been your greatest fashion influence?

My influences are normally more sculptural; I like building structures and shapes and then applying them to fashion.

What item of clothing (if any) do you wish that more of us wore?

Tutus, bloomers, cloaks and hats; why don't people wear more hats?

What can we expect from forthcoming collaborations?

There's lots more to come with Paloma Faith; that's really exciting for me! I'm also about to start a project with an amazing artist, Rosie Emerson, who paints all the beautiful ladies you see on wallpaper pasted around London. I'm also working on a collection of clothes accessories for September.

-Megan McCluskie Photo: Rai Royal