

Jonathan Kelsey designs for Vauxhall

Limited edition leather
driving set available
now



Driving set by Jonathan Kelsey © Vauxhall

Renowned shoe designer Jonathan Kelsey completes his Vauxhall Collective commission with a luxurious driving set available to buy

Hailed as the "British Louboutin", shoe designer Jonathan Kelsey brings glamour and sophistication to British drivers with his luxury driving set, consisting of key fob, driving gloves and steering wheel cover in his trade mark metallic leather and heavy black stitching. Studded gold leather driving gloves, compliment the steering wheel cover's metallic black and brown leather perfectly and the beautifully crafted key fob completes the set.

Jonathan was tasked by Vauxhall to design a piece on the theme of the *Great British Road Trip*, as part of the Vauxhall Collective programme, a scheme to support up and coming creatives in the UK. Having worked with some of the biggest names in the fashion industry including Jimmy Choo, Jonathan took inspiration from the materials he worked with day to day as a shoe designer.

"When I first got the brief from Vauxhall, I started to think about the idea of a road trip", commented Kelsey, "so I decided to focus on the pleasure of the road trip, being out on the open road and the idea of driving being a stylish adventure. I wanted to create something that had a very luxurious feel to it and also celebrated the glamour of road trips in days gone by."



The stunning driving set, a limited run of only 25, is available through the Vauxhall Collective website and costs £195.

Jonathan Kelsey was chosen to be a member of the Vauxhall Collective for 2008/09 by a Style Council made up of industry experts, including members from Central St Martins, London College of Fashion and Vauxhall Fashion Scout. The Vauxhall Collective for 2008/09 is made up of six categories, across fashion, film, photography, theatre, craft and design and fine art, and the commissions total in the region of £120,000. This significant arts support programme in the UK, reflects Vauxhall's ongoing commitment to supporting style and design.

Jonathan Kelsey is a member of the Vauxhall Collective for 2008/09, an initiative by Vauxhall Motors. For more information visit www.vauxhallcollective.co.uk

Editor's Notes

Vauxhall Collective

The Vauxhall Collective is one of the most ambitious commercially-funded creative support schemes in the UK.

Members of the Vauxhall Collective are supported financially to carry out projects, consequently raising their profile in the industry and in the media, and giving them the resources to fulfil their creative potential.

A host of leading industry opinion formers from arts institutions including the **Photographers' Gallery, BFI, Film London, Crafts Council, Donmar Warehouse, Hayward Gallery, ICA, London College of Fashion** and **Central St Martins** formed a "Style Council" to make the decision on the commissions.

The Vauxhall Collective for 2008/09 is: Simon Hasan for craft & design, Jonathan Kelsey for fashion, Ben Rivers for film, Gayle Chong Kwan for photography, Gideon Reeling for theatre and Matthew Darbyshire for fine art.

Jonathan Kelsey

With a background and experience that boasts some of the biggest names in the fashion industry, Jonathan Kelsey set up his own fashion label in the Winter of 2007. Jonathan joined the influential house of Jimmy Choo in 2001, where he spent four years developing his style, before choosing to work as a freelance creative.

Contacts

For further information / Use of pictures / Interviews

Idea Generation: +44(0)20 7749 6850

Ellen Harrison: ellen@ideageneration.co.uk

Alice Evans: alice@ideageneration.co.uk

Websites



www.ideageneration.co.uk

For:
• Online Press Office



www.vauxhallcollective.co.uk

For:
• Vauxhall Collective bespoke website



www.greatbritishroadtrip.com