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Actor Zawe Ashton



Actor Zawe Ashton, best known for her role in *Fresh Meat*, tells Shift reporter Kirstie Forbes why she loves the LCFBA15 exhibition.

What brings you here?

“I was invited to the show by a friend. I don’t actually go to any fashion shows generally – in fact only Hussein Chalayan. It all gets political as an actor, as soon as you stick your head above the parapet, so I prefer to go to these graduate shows as they are more authentic, more honest.”

What stands out to you visually?

“Authenticity. Personal, expressive and honest design. I can see it and I always value it. It’s like when I went to New York for the first time they were so authentic and genuine. If someone saw you on the street and liked what you wore – male or female, no matter, they told you. I always try and do that in London too and I feel like this show really represented that today. That emotion and thought.”

You are directing and producing for your own company, and producing fashion films, what excites you about it?

“I always look to new and emerging graduates, like I found today. I’ve been really impressed and I’m looking forward to chasing and fostering these new talents. I’m seriously impressed.”