

// PIPPA - T O D O R S O N .

AW25/26 Collection Threads of Time

Pippa Todorson is a fashion label born from the soul of London - where modern edge meets timeless memory. Founded by Pepi Todorova, a designer with deep European roots and a decade-long creative journey in the UK, the brand channels the energy of the Thames and the quiet dignity of old London streets into its design language.

Drawing from her studio overlooking the river, Pepi designs with emotion, memory, and intention. Her collections are less about trend and more about presence - a slow dance between past and present, structure and softness. Every piece speaks not just to the eye, but to the soul.

The AW25/26 collection, *Threads of Time*, is an intimate exploration of personal heritage, emotional survival, and feminine power. Inspired by the fading textures of London's historic buildings, the fleeting golden glow of late afternoon light, and the silent elegance of passing time, this collection is a poetic tribute to the women who carry their stories within.

These are garments for women who have lived, loved, lost, and risen again-graceful yet grounded, strong yet tender.

The silhouettes blend architectural tailoring with fluid draping, creating tension and harmony. Fabrics echo the touch of history - matte finishes, structured wools, fluid silks, and subtle metallics that catch the light like memory itself. The palette follows the river's mood: ash grey, dusky lavender, ink blue, soft bronze, and muted ivory.

At its core, Pippa Todorson is not just about what you wear - it's about how it makes you feel. The brand celebrates fashion as a space for rebirth, transformation, and quiet power. It is deeply rooted in craftsmanship, sustainability, and storytelling - honouring women of all ages who live with depth, grace, and creative fire.

Instagram: [@pippa.todorson](https://www.instagram.com/pippa.todorson)

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