

Browse and buy from an exciting range of independent labels and boutique designs along the glamorous, pink-carpeted Fifth Avenue.

For fashion-conscious visitors, Fifth Avenue is the perfect spot to visit to refresh your wardrobe – you'll be sure to pick up something special that you won't be able to find on the high street here!

Singing sensation Ed Sheeran's favourite Suffolk-based brand HOAX has returned to the show, with its skateboard and surf-style t-shirts and hoodies, while independent jewellery designer Emily Mortimer is making her third appearance, with bold statement pieces from her Suffolk studio.

The Bury St Edmunds-based Hicks and Brown will also be lining Fifth Avenue, with its range of country-inspired clothing including timeless jackets, hats, waistcoats and gilets, while Phoebe and Flo has set up stall with a selection of unique gifts and homewares from its independent shop in Ipswich.

Appearing for the first time this year is Norfolk-based milliner Christiane Edmonson. Christiane is showcasing her beautiful range of hats, fascinators and bespoke accessories, all ideal for any special occasion.

Quintessential British watchmaker Morris Richardson is also part of the fashion forward line-up, with its luxury watches and straps, and a distinctive range in Harris Tweed. Other exhibitors to keep an eye out for at the show include ladies fashion retailer Kit and Kaboodal,



country clothing brand Laurie and Jules, and Cocoon, popular for its country coats and outdoor wear. Fifth Avenue head steward Angie Ashby-Hoare, says: "Fifth Avenue proves that we have a real passion for fashion here in Suffolk. "It is great to be able to showcase

Shop 'til you drop along Fifth Avenue's pink carpet at this year's Suffolk Show. Pictures: SAA

such a wide range of independent retailers and to shine a light on our brilliant local fashion brands. "As Suffolk's biggest pop-up shopping experience, we hope all visitors find something unique and special to take home with them this year."

What should YOU wear to the show?

The Suffolk Show is a catwalk for traditional country fashion, but it can be difficult to find a stylish outfit that is comfortable and practical for all weathers. Fifth Avenue steward Angie Ashby-Hoare explains what she'll be wearing to this year's event.

"The key to planning your Suffolk Show outfit is layering. We were lucky to see some glorious sunshine at last year's show, but I always recommend taking a warm layer and an umbrella just in case! Pastel shades are ideal for summer so this year I'm wearing a long coat in a lovely porcelain pink colour, paired with a navy shift dress. I like to

shop local so the coat is from Collen and Clare, which has a great collection of designer labels in its independent boutiques in Southwold, Aldeburgh and Burnham Market.

"As a female steward I'm required to wear a hat or fascinator, so I always go to Newmarket Hat Hire. The company has a huge range of colours and styles, and will help you pair the perfect hat with your outfit. Comfortable footwear is also a must at the Suffolk Show – I usually wear flats when I first arrive in the morning and I change to a comfy pair of heels for the rest of the day."



The home of fabulous fashion



Who will you find on Fifth Avenue?

Bella Singleton

Bella focuses on ensuring that the shapes and colours you find in her prints allow the classic silk scarf to become a contemporary accessory.

Butler Stewart

Specialising in tailoring, tweed and understated British elegance for men and women, timeless and luxurious styles are designed in house and include 'made to measure'.

Camicie Italia Ltd

Sellers of fine Claudio Lugli shirts and clothing.

Christiane Millinery

Hats and fascinators handmade by Christiane Millinery. A wide range of colours and styles of hats and fascinators are available.

Cocoon

Waterproof, washable, elegant raincoats in 13 stunning colours – all with matching hats.

Emily Mortimer Jewellery

Versatile and vibrant jewellery designed for both the everyday and extraordinary occasion.

Hicks & Brown

A true lifestyle collection of clothing and accessories designed to be timeless and created to last a lifetime.

Hoax

Suffolk's very own skate and surf lifestyle brand.

Indigo Boo Ltd

Handmade, elegant, ladies clothing, rarely removed once donned. Wear from the school gates to the boardroom, from the royal garden party to the bedroom.

Kit and Kaboodal

Women's fashion - linen clothing, knitwear, jewellery and scarves.

Laura Jane

Knitwear, chic and stylish casual clothing and accessories for all women.

Laurie and Jules

A contemporary and eclectic collection of luxurious and stylish women's clothing. Gorgeous jackets, cashmere, fur and accessories.

Morris Richardson

Harbours the perfect balance between contemporary and traditional design, this British watch brand creates fashionable yet timeless watches with Harris Tweed and calf leather straps, perfect for every occasion.

Oscar & French

Stonewashed linen bedding, slip covers, tablecloths, table runners, cushions, throw pillows, towels, totes, curtains, lampshades and more!

Phoebe & Flo

Unique gifts, interiors and homewares brand specialising in local crafts, artisans and fair trade ethically sourced products from around the globe.

PSantiago Alpaca Designs

Shawls, capes and hats hand loomed from "Baby Suri" alpaca super soft wool and then meticulously detailed with alpaca fleece or a fine silk macrame.

Simply Murano

Handmade jewellery featuring genuine Venetian Murano glass 'jewels' as their focal point.

Tilley and Grace

Upmarket women's fashion retailer – with an affordable price tag – selling clothing including cashmere ponchos, silk scarves, leather handbags, jewellery and accessories for the discerning shopper.

Wolf in Sheep's Clothing

Luxury clothing handmade in Suffolk. Ladies', men's and children's shirts as well as luxury boxer shorts for men, and trench coats for ladies.