

OUR STORY

Heretic Nine was founded in 2022 by Leyla Edwards, Julian Edwards and Lucy Caton, with the first collection launching in Spring/Summer '22. Each of our concept-led collections are designed in our East London studio, with a strong focus on storytelling, which is at the core of everything we do.

Built by a team of innovators in the pursuit to challenge the norm and produce clothing with a genderless approach, Heretic Nine strives to unite the unique, being a place of belonging for creative non-conformists.

As a studio and brand, everything Heretic Nine does celebrates individuality and supports a community that values self-expression above all else, enabling and inspiring freedom by making concept-led fashion collections more accessible for all.



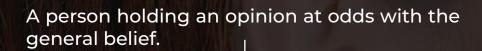
"Having concept-led fashion collections is so important for us at Heretic Nine. We believe that it's more than just creating clothes; it's about telling a compelling story through our designs.

Our collections become meaningful expressions of individuality, empowering our customers to embrace their uniqueness and share their own narratives. This approach allows us to create timeless designs that resonate deeply with our audience, transcending passing trends and fostering a genuine connection between the wearer and our brand's artistic vision."

Leyla Edwards

Founder and Creative Director of Heretic Nine





HERETIC NINE

A combination of perpetual creativity and evolution within it's form.

BRAND PILLARS

CREATIVITY

COMMIT TO INNOVATION.

With storytelling at the heart of our creative practice, HERETIC NINE is committed to innovating and pushing creative boundaries, to ensure we consistently produce unique, conceptual designs that inspire our followers and community.

IDENTITY

OWN INDIVIDUALITY.

We are here to inspire self expression and help our customers to be unapologetically themselves.
So, challenge conventions with confidence, knowing that there are others out there who want to break the mould and carve out their own path.

COMMUNITY

UNITE THE UNIQUE.

All of us at
HERETIC NINE are
unique, misfits
and non-conformists; and we are
united in this. At
the heart of our
studio and brand
is community and
we strive to build a
safe place where
people who stand
out, fit in.

CULTURE

TELL A STORY.

At HERETIC NINE we understand evervone and everything has a story. We are inspired by the people we meet, movies we watch. songs we listen to and cultures we experience. We hold ourselves responsible to always tell and share the stories that inspire us



BRAND ESSENCE

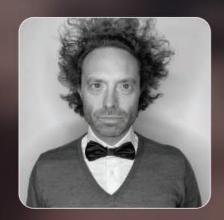
EAST LONDON

FREEDOM OF SELF EXPRESSION

INCLUSIVE

ACCESSIBLE

THE STUDIO OF HERETIC NINE



JULIAN EDWARDS
CEO



LEYLA EDWARDS

Creative Director



ROXANNE McADAM

Marketing Manager



DEE MODHAOperations Director



PAUL LAWSON
Wholesale Manager



ELLEN MCFADDEN

Social Media Manager



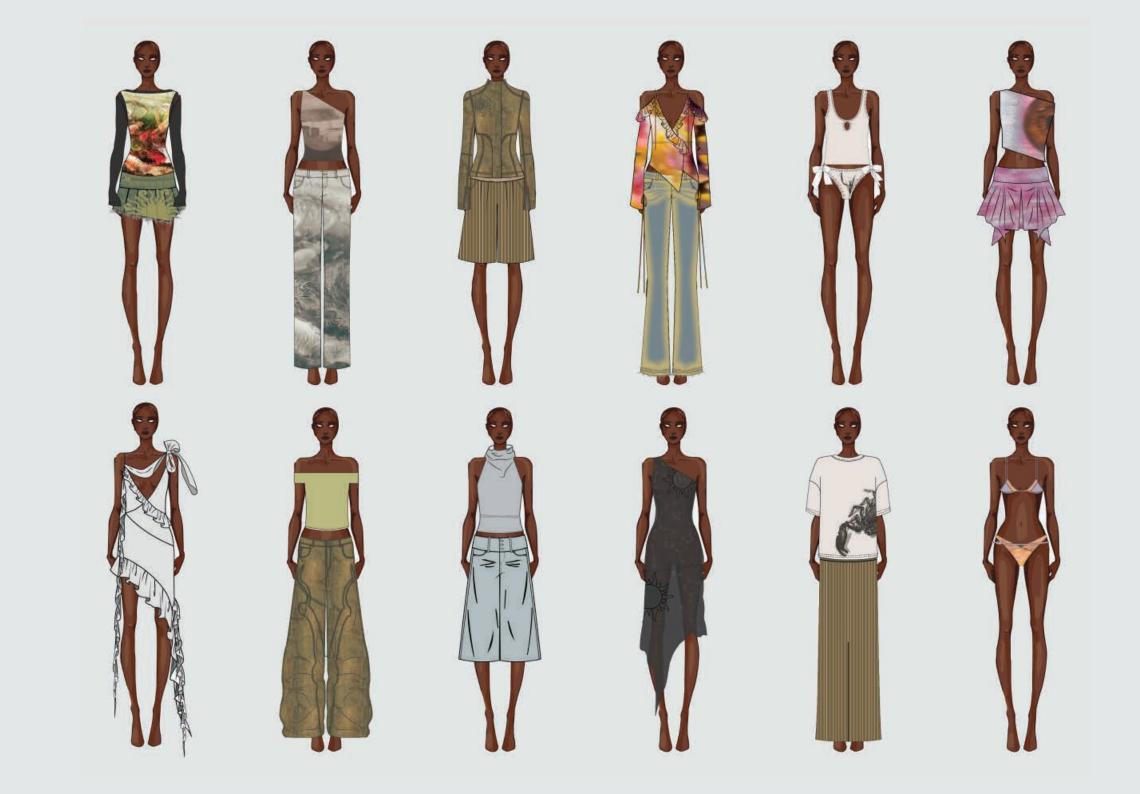
ROBERTA COPPA
Senior Digital Designer



ALBERTO IBARRA Fashion Designer



Buyer



BRAND DECK HERETIC NINE

STOCKISTS

URBAN OUTFITTERS

Currently Onboarding



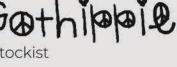
INCANDESCENT

PARIS

Stockist



Gothippie







Stockist



Stockist



Stockist



lettuce skate

Stockist

Stockist



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