

A woman with long dark hair and glasses is posing on a street corner. She is wearing a white short-sleeved crop top, a grey skirt with a belt, black thigh-high stockings, and black high-heeled shoes. She is holding a small black bag in her right hand and has her left leg raised. The background features a brick wall and a window with graffiti that says "VORAD".

# HERETIC NINE

CLOTHING

## 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



A person holding an opinion at odds with the general belief.

# 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 everyone 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



# THE STUDIO OF HERETIC NINE



JULIAN EDWARDS  
CEO



LEYLA EDWARDS  
Creative Director



ROXANNE McADAM  
Marketing Manager



DEE MODHA  
Operations Director



PAUL LAWSON  
Wholesale Manager



ELLEN MCFADDEN  
Social Media Manager



ROBERTA COPPA  
Senior Digital Designer



ALBERTO IBARRA  
Fashion Designer



DIANA MACOVEIU  
Buyer



## URBAN OUTFITTERS

Currently Onboarding

ASOS

Stockist

**DREAMGIRL**

Stockist

**NOCTEX**

Stockist

## STOCKISTS

**WOLF &  
BADGER**

Currently Onboarding

Gothippie

Stockist

**MOHITRANI**

Stockist

**Eye Candy**

Stockist

**INCANDESCENT**

PARIS

Stockist



Stockist

**lettuce skate**

Stockist



## CONTACT US

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