In January this year, MA Fashion commissioned acclaimed British photographer Anna Fox to document the building of the final year collections. Over a two-month period, Fox engaged in fieldwork that reveals the process of fashion design at close quarters; in its purest, almost abstract form. It takes us from first fittings to line-up; from Granary Building in King’s Cross to London Fashion Week at 180 Strand.

Working in collaboration with Google Arts & Culture, Fox used their latest technologies including the incredibly high resolution Art Camera. These screen-based image captures complement the large format photographic prints on display. The full findings of the commission will follow in June via the Google Arts & Culture online platform.

Anna Fox (b.1961) is one of the most celebrated British photographers of the last thirty years. Working in colour, Fox first gained attention for Work Stations: Office Life in London (1988), a study of office culture in Thatcher’s Britain. Her publications include Cockroach Diary and My Mother’s Cupboards and My Father’s Words (2000), autobiographical narratives designed as miniature books. Anna Fox Photographs 1983 - 2007, was published by Photoworks in 2007. Fox’s solo shows have been seen at Photographer’s Gallery, London, Museum of Contemporary Photography, Chicago amongst others and her work has been included in international group shows including How We Are: Photographing Britain at Tate Britain. She was shortlisted for the 2010 Deutsche Borse Photography Prize.