

William Wilde

Born and raised in Cheshire, William Wilde has enjoyed a life-long obsession with costume & clothing that has amounted in the arrival of his debut latex clothing collection, 'Madame Boucherie'.

Inspired by Glamazons and Showgirls, William involved himself with fashion and costume from an early age and in 1998 moved to London to begin a degree in Fashion Design at the University of Westminster. Graduating with First Class honours in 2002, William has since been designing latex and PVC occasion wear for a speciality clothing company; he has also in this time worked as a cutter/fitter for a Made to Measure Bridal Studio, delighted in creating one-off show piece outfits and studied specialist areas like corsetry, lingerie and kimono construction.

Lavish and unprecedented, the 'Madame Boucherie' collection is cut and hand-glued entirely from latex rubber in a snappy palette of black, cream and pale pink; bold stripes and super-size bows create drama while printed gingham latex decorates the range. The unique manipulation of this charming material result in a collection that is both elegant and modern.

William lives and manufactures each piece to order in London and is now working on his second collection.

Press Release

Madame Boucherie is the exquisite debut clothing collection by designer William Wilde.

Cut and hand-glued entirely from latex rubber, this collection is crafted from a striking palette of black, cream and pale pink; super size bows, gingham printed latex and bold mono-chromic stripes decorate the range and allude to the lavish glamour of yesteryear. Hair bows and mittens are the perfect accessories, whilst mini diamond buckles twinkle from the fastenings.

Pieces in this collection include intricately printed lingerie, pencil power-dresses, pussy bows and show stopping ball gowns; the 'Madame Boucherie' apron dress is in contrast red with narrow white stripes and is a tongue-in-cheek representation of the theme.

Distinct and unprecedented, 'Madame Boucherie' combines excellent cut with precision gluing to create a collection that is both elegant and completely unique. Prepare to be dazzled...