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# CLOSET confidential

LAURA JACKSON

We envy her job (TV presenter) and her hobby (supper club chef), but mostly, it has to be said, her wardrobe



Jackson in a Rebecca Minkoff dress and Bionda Castana heels



Top: Vivienne Westwood shoes. Above: Laura's beloved velvet Gucci suit

Children's TV presenters are not usually renowned for their fashion credentials, but 28-year-old Laura Jackson - currently of ITV's *Scrambled!* - is a somewhat more stylish proposition. Being dressed by Chanel helps, as does having an encyclopedic knowledge of rising London designers such as Eudon Choi and Isa Arfen.

We're in Jackson's walk-in wardrobe in the east London flat she shares with her boyfriend, fashion photographer Jon Gorrigan, and their sleepy whippet, Barry. There are neatly stacked and labelled boxes of shoes and boots, and shelves of immaculately folded jumpers - testament to past Saturday jobs in Harvey Nichols, AllSaints and Whistles.

She flicks through the rails, pulling out a green velvet Gucci trouser suit. 'I have a mood board of fashion images on my computer, including this photo of a French girl on a scooter, wearing a crushed velvet suit. I'd been looking for something similar for years,' she says.

'It cost €800 from a Paris flea market and is the most expensive thing I've ever bought, but I'll have it forever.'

Her daytime outfit formula is simple: 'interesting skirt' (like her hessian Orla Kiely number with embroidered flowers) + cashmere jumper + ankle boots. 'I like the French way of dressing: classic, understated, with a muted palette.'

Raised in Huddersfield, Jackson moved to London to pursue a career in events management. She was working on reception at Shoreditch House when a friend asked her to screen test. Five years on, she's steadily building a career in TV: next is a talent show for UKTV channel Watch, plus a role in dating show *Take Me Out*. She also runs bimonthly supper clubs with fellow amateur chef and Radio 1 DJ Alice Levine. Where does fashion come in? 'I worked at London Fashion Week at 18 - I just loved it. My job was to direct people to the VIP room. I met designers like Erdem and Christopher Kane when

LAURA JACKSON

Jackson's London flat reflects her passion for fashion



they were starting out. I'd sneak into shows and parties. Now when I go to the shows, I still know the security guards.'

Jackson is a textbook savvy shopper: 'I love a bargain - I don't think I've ever bought anything full price,' she says, pointing out three pairs of cute Vivienne Westwood Mary-Janes, diligently saved for and bought with her employee discount when she worked in retail. Today, she watches online sales like a hawk, waiting for prices to drop once and then again, which is how she nabbed her beloved Erdem floral dress. A fan of the high street, especially Zara and Topshop, she heads to Marks & Spencer for cashmere and Cos for coats. When it comes to shopping, Jackson advises: 'Make friends with the assistants. Ask them whether things will go into the sale, and what they think will suit you.' Spoken like a true shop girl.



Words: Kerry Potter (for Photography: Victoria Adamson)

1  
6  
PIERCINGS

VINTAGE GREEN VELVET GUCCI TROUSER SUIT

245  
DRINKING GLASSES



COOKBOOKS

46  
SKIRTS



15  
PAIRS OF ANKLE BOOTS

16  
CASHMERE JUMPERS



WHIPPET CALLED BARRY

41  
NOTEBOOKS



PAIRS OF VIVIENNE WESTWOOD MARY-JANES

98  
PAIRS OF SHOES



Laura's London loves: 1. Rochelle Canteen, Shoreditch (arnoldandhenderson.com) 'Lovely restaurant at the Rochelle School, where lots of designers are based.'

2. Grace & Thorn, Hackney (graceandthorn.com) 'This cool florist has stylish indoor plants.' 3. Almé London, Shoreditch (aimelondon.com) 'My neighbourhood boutique.'