



## BEGG X CO

### Vanessa Seward joins Begg x Co as New Creative Director.

Vanessa designed a Begg x Co Capsule collection for Fall-Winter 2025, showcasing womenswear, menswear, and homeware. She will continue as Begg x Co Creative Director for the ensemble of the product categories as from Spring-Summer 2026.

"I feel very privileged at this point in my career to work with Begg x Co. It's a company whose values coincide exactly with how I feel luxury and fashion should be migrating to in the coming years.

More than ever I'm partial to King Charles' "Buy once, buy well". I believe in fashion investment, buying fewer items but of better quality to keep or hand down.

It's a thrill to work directly with their two mills, knit and woven, as part of their team in Scotland. I feel I'm dealing directly with a group of craftspeople committed to the highest quality.

Begg x Co has a unique identity based on bold colour association, responsible craftsmanship and artistic collaboration which resonates with my personal path of combining portrait painting and fashion. To this, I'd like to add my long-lasting obsession with wardrobe templates. Begg x Co already has a cult following. My goal is to help them become a staple, the go-to brand when one dreams of a luxury cashmere item. It's fashion with substance, authenticity and I dare say, a soul, a Scottish one for sure. I feel that makes sense in today's luxury market. ».

— *Vanessa Seward*

## About us

Begg x Co design and manufacture responsible cashmere knitwear, accessories and homeware for the modern lifestyle with mills in Ayr on the west coast of Scotland and Hawick, 'The Home of Cashmere', in the Scottish Borders. Scotland's rugged coastline, imposing mountains and cinematic skies in contrast to areas of gritty urban sprawl offer a paradox of nature and industry; a duality that perennially inspires the Begg x Co collections.

With industry experience dating back to the 1866, Begg x Co harness over 150 years of Scottish heritage, combining age-old techniques with disruptive design and cutting-edge technology, to create the world's finest hand-crafted cashmere fused with colour and creativity.

Each collection is rooted in responsible craftsmanship, ensuring the highest social and animal welfare standards are maintained as each fibre is traced from goat to garment. Begg x Co's deep sense of responsibility goes beyond their collections, as a Certified B Corp™ they are part of a global network that are committed to making a positive impact in their industry and beyond.

**B E G G X C O**

## Contact

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