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New Kid On The Bloch

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Phillip Bloch © Rex Features

FLAMBOYANT stylist-to-the-stars Phillip Bloch is trying his hand at design.

The LA-based fashion guru has teamed up with contemporary cashmere line Emma & Posh to create a collaborative collection for holiday, which will be the first in a "long-term" partnership.

"I've been fixing other people's clothes for years," Bloch tells *WWD*. "I've had to move a zipper, take feathers off things, add feathers to things, add sequins. I was always finding new talent - now I'm finding myself."

Emma & Posh, which launched last year under the creative direction of designer Alison Pnini, sells via stores of the calibre of Henri Bendel and Fred Segal; the Bloch line is expected to generate around \$1 million in revenue in the first year.