

Fashion World Mourns Legendary Designer Antony Price at 80

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Antony Price, the influential British **fashion designer** known for his daring, glamorous creations and his work with some of the biggest names in music, has died at the age of **80**. Price passed away on **December 16, 2025**, just weeks after unveiling his first fashion show in over three decades, leaving an indelible mark on both fashion and pop culture.

Price's unique aesthetic fused haute couture with the energy of rock and pop, earning him a reputation as one of the most visionary designers of his generation.

A Fashion Force Behind Music Legends

Throughout the 1970s and 1980s, Price was a defining force in the **fusion of fashion and music**, designing for iconic figures and bands such as **Mick Jagger, David Bowie, Bryan Ferry, Roxy Music and Duran Duran**. His bold silhouettes and theatrical flair helped shape the visual identity of rock and pop, from figure-hugging stage outfits to sleek, tailored looks that became emblematic of the era.

Price's work extended beyond music stars — his designs for Jerry Hall and pieces crafted for high-profile events further cemented his influence. His ability to marry technical expertise with creative daring made him a favourite among artists who used fashion as a tool of expression.

A Legacy of Glamour and Innovation

Born in **Keighley, Yorkshire** in 1945, Price trained at the **Bradford School of Art** and later at the **Royal College of Art**, where he honed the skills that would define his extraordinary career. Over time, he became known as the "**Rock Couturier**" — a title that reflected his role in bringing glamor and spectacle to mainstream fashion.

His final collection, presented in **London in November 2025**, featured 16 looks created in collaboration with the fashion house **16Arlington** and was widely celebrated as a triumphant return to the runway. Several pieces from that show, including a standout black velvet dress worn by singer Lily Allen, echoed iconic looks from Princess Diana's fashion history.

Tributes Pour In

Tributes from across the fashion and music worlds have poured in since the announcement of his passing. Duran Duran's keyboardist **Nick Rhodes** honoured Price as a "visionary fashion designer" whose technical mastery and flair for glam left a lasting imprint on style and culture.

Industry peers remember Price not just for his striking designs but for the way he **elevated fashion into performance art**, pushing boundaries and inspiring generations of designers and artists alike.

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