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PRESS RELEASE SPRING/SUMMER 14

Chaos and control form the basis of Craig Green's second catwalk presentation through the TOPMAN and Fashion East MAN initiative at London Collections: Men.

On the foundation of design signatures that include an easy and masculine silhouette, robust fabrication, and a lo-fi appreciation for the raw and unadorned, Green revisits his personal love of complex colour and pattern combinations, on a faceless mass of darkly psychedelic figures.

The more brutal implications of his trademark focus on 'DIY' turns to craft and the role of resourcefulness in imbuing garments with value. Deliberately avoiding the various innovations available through digital print, a painstakingly hand-dyed selection of one-off fabrics form the collection's resounding motif. Cut and configured into garments with strangely conflicting rhythms, their distortive qualities simmer in one instance and explode in the other.

In the midst of a dangerous euphoria, which reaches its pinnacle in a series of full-body sculptures, a cold and grounding reality is represented by starkly simple garments. Outfits comprised of crinkle washed calicos, high gloss nylon, and hand-sewn cotton knits that border on workwear. Paired with shadowing headwear and a perversely minimal take on the common sports shoe, these serve to emphasize a communal form of escapism.

Craig Green graduated from Central Saint Martins in March 2012, where he completed the MA after being given a full scholarship. He has collaborated in various projects with Bally, New Era and Adidas, while his Masters collection was nominated for the Design Museum's 'Design of the Year 2013' award, sharing the fashion category with the likes of Prada, Louis Vuitton and Comme des Garçons.. Craig Green returns to the TOPMAN and Fashion East MAN initiative for SS14, after his widely successful AW13 debut.

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Sales – Paris

LONDON show ROOMS MEN - SS14 Paris
28th June - 3rd July, 2013
Le Loft, off Rue Saint Antoine 28
Impasse Guéménée, 3 cour Bérard,
Paris 75004
Metro: Saint Paul



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Styling
Julian Ganio

Hand-dyed prints in collaboration with
Helen Price www.helenpriceuk.tumblr.com

Knitwear in collaboration with
Helen Lawrence www.helen-lawrence.co.uk

Sculptures in collaboration with
David Curtis-Ring www.davidcurtis-ring.com

Shoes
Craig Green for Purified footwear

Casting Director
Nikki McClarron
Jamie Spence

Text
Vincent Levy

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Costas-Michael, Ian Flynn, Chris Merrit, Diane Gibson

and

Nadia Borovikova, Daniel Chen, Clara Clark-Osbourne, Laura Newton, Francesca O'Brien,
Allison Reilly, Bobi Sanders, Nicholas Yip, Scott Windass, Daniel Mark Wasik

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