



www.craig-green.com

PRESS RELEASE AUTUMN/WINTER 14

Obsession and romance form the basis of Craig Green's third and final catwalk presentation through the TOPMAN and Fashion East MAN initiative at London Collections: Men.

Revisiting his personal love of complex colour and pattern combinations, Green's anti-digital leitmotif continues to resound through the painstakingly realised one-of-a-kind canvases in which this collection is rooted. Here print-making has been broken down to a labour intensive process of hand painting patterns, which relies on little more than muscle memory. Spliced and sewn together to elaborate and psychedelic effect, these become the core custom of dress in a richly imagined culture, whose origins cannot be placed.

The heavily layered assembly of these intricate motifs, paired with further raw and robust fabrications including felt, recycled Alcantara, and roughly panelled knits, offers a lo-fi form of opulence. With an oversized and in some cases fully flowing silhouette the effect is almost ceremonial. Here Green's signature concern for masculinity is presented through the vein of grand tradition. Re-thinking other trademarks, the always-distinct concern for utility becomes gestural, and almost heroically over-pronounced. This symbolism is the final touch of romanticising in this detailed portrait of a cult-like workforce.

Craig Green graduated from Central Saint Martins in March 2012, where he completed the MA after being given a full scholarship. His Masters collection won the L'Oreal Professionnel Award and 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. Green was also recently nominated for the British Fashion Awards – Emerging Menswear Designer 2013, and has collaborated in various projects with brands including Bally of Switzerland, New Era, Grenson, Purified and Adidas.

SALES-
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Paris Showroom

LONDON show ROOMS MEN – AW14 Paris
17th-21st January 2014
Le Loft, off Rue Saint Antoine 28
Impasse Guemenee, 3 cour Berard,
Paris 75004
Metro: Saint Paul

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Styling
Julian Ganio

Hand-painted prints in collaboration with
Helen Price

Knitwear in collaboration with
Helen Lawrence

Shoes
Craig Green for Purified Footwear

Casting Director
Simon Lewis

Text
Vincent Levy

Makeup
Roisin Hurley Gondim and the M•A•C PRO team

Leather pieces
Cope & Vale

Hair
John Vial for FUDGE

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and

Lee Bodkin, Alex Bucko, Sinead Cloonan, Arron Duan, Sara Kalani, Edwin Mahoney, Pedro Mantua, Jasper Mcgilvery, Prash Muraleetharan, Jack Pittard, Nicholas Yip

Centre for Fashion Enterprise (CFE) (www.fashion-enterprise.com) is London's pioneering business incubator that supports and nurtures emerging fashion design talent. The four-level programme offering provides expert guidance in the fields of finance, legal, manufacturing and marketing. From strategic advice on progressive business solutions to bespoke one-to-one mentoring from industry leaders and key influencers.

Craig Green is currently on CFE's New Fashion Venture Programme which fast tracks emerging London-based designer labels supporting them for up to four seasons.

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