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PRESS RELEASE SPRING/SUMMER 15

A trajectory of boundless ascension forms the basis of Craig Green's debut solo show at London Collections: Men through the NEWGEN MEN initiative.

Executed in a palette heady with chemical brights, Spring/Summer 15 is depicted as a mass exodus led by Bannermen towards the brink of abandon.

Here cult becomes community, having emerged from the shadows and appearing to proceed almost beyond the limitations of garments. This notion of a journey towards freedom is enacted through a flat-pack garment concept central to the collection, which sees ensembles transform from restrictive to flyaway in a matter of seconds.

In a stride towards elegance, purer and more quietly considered design is paramount. Whilst an interest in workwear intensifies through experimentations in jersey and denim, reaching a zenith in the use of industrial tarpaulin, each of these is approached strictly through the vein of luxury. Simple collection staples assume their ultimate form, and married with a robust new pinstripe quilting technique, a near heroic vision is presented.

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PARIS SHOWROOM

LONDON SHOWROOMS MEN- SS15 PARIS  
27TH June - 2nd July  
Le Loft, off Rue Saint Antoine 28  
Impasse Guemenee, 3 cour berard  
Paris 75004  
Metro : Saint Paul

# CRAIG GREEN

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SPRING/SUMMER 15

Styling  
Julian Ganio

Casting Director  
Eddy Martin

Textiles in collaboration with  
Helen Price

Sculptures in collaboration with  
David Curtis-Ring

Text  
Vincent Levy

Makeup  
Rebecca Butterworth and theM•A•C PRO team

Hair by John Vial for FUDGE

Invites in collaboration with  
Josh Hight

Sponsored by ATOPOS cvc

Special Thanks to

Professor Louise Wilson, Lulu Kennedy, TOPMAN, Fleet Bigwood, Charlie Porter, Robert Johnston, Catherine Hayward, Damien Paul, Darren Skey, Gordon Richardson, Imogen Fox, Jason Griffiths, Sam Lobban, Centre for Fashion Enterprise, British Fashion Council, Starworks, Vassilis Zidianakis, Stamos Fafalios, Angelos Tsourapas, James Costas-Michael, Ian Flynn, Chris Merrit, Diane Gibson

and

Rabia Cimen, Michael David, Runrun Ding, Rickielee Drayford, Elena Glucas, Grace Gowers, Sophie Martin, Taiwo McLean, William Palmer, Louisa Pang, Glenda Pattipeilohy, Lauren Quinn, Johnny Redfern, Qingyun Song, Georgia Thorne, Camilla Tonder Rasmussen, Amy Trinh, Nicole Whitmer-Bramble, Kaia

CFE statement

Centre for Fashion Enterprise (CFE) ([www.fashion-enterprise.com](http://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 influences.

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

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