

Casely-Hayford

AUTUMN / WINTER 2009

CRACKS IN THE GLASS CEILING

Cracks in the Glass Ceiling is a metaphor which refers to today's cultural mobility and the way many long established borders are gradually dissipating, opening the doorway to new narratives and aesthetic codes.

In the UK fewer men are employed in positions which require traditional Workwear - Smiths, Coopers, and Wrights are largely consigned to history. The clothes which were once essential to these roles are beginning to take on a new nostalgic appeal, their functionality, simplicity and pure lines convey the spirit of a forgotten work ethic from a different time.

Casely-Hayford AW 2009 is about bringing together two opposing forms, formal sartorial clothing and functional Workwear, by taking the practical elements from Workwear, and absorbing them into a formal context. We have applied our knowledge of Workwear, Workwear finishes and detailing, and positioned them in a new arena, metaphorically cracking the Glass Ceiling.

Our interest in 'Duality' is taken one stage further. Much of our outerwear performs more than one function. For example, the style 'BELVOIR' goes from being a relaxed collarless, Field coat to a chic formal rain Mac.

'WILTONS' our Duffle Trench hybrid coat is available in heavy camel wool or vintage cotton twill raincoating, and redefines these two great British wardrobe staples for the 21st century.

'SHEEKEYS' and 'LANDAU' – coat over coat – meld to become a modern working staple.

We have this season introduced a new superlight technical flannel cloth which very comfortably straddles our two territories. Throughout its history flannel has been used as both a practical work cloth suitable for wear whilst performing manual tasks, as well as being a fabric of choice for the English City gent.

Craftsmanship and quality are at the heart of our development and enable us to create pieces such as the perfect worker's shirt jacket made in plain cotton/cashmere or our own specially 'woven in England' engineered dog-tooth pattern, giving a classic Workwear item a new luxury twist without losing its original essence.

Our palette is mainly subdued, using the House navy along with grey, taupe, and accent colours of turquoise and regal red.

The silhouette combines volume with sharp, efficient lines. There is also frequent use of the dropped shoulder and easy tapered hem – trousers which suggest comfort and practicality.

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