

Casely-Hayford

LONDON

Kings of the Kings Land



For Spring/Summer 2010 Casely-Hayford takes inspiration from the Kingsland Road area of London; a unique and unconventional corner of the city where original EastEnders co-exist with more recently landed Public School Boys.

The rich sartorial vocabulary this region conjures up simply reflects its incongruous social mix. Today Kingsland is home to more artists than any other part of London; these creators have spawned a plethora of contemporary metropolitan visual statements, collectively forging a template for a new English style.

S/S 10 paints a picture of discordant lyricism, achieved through fusing often disparate elements to create a new sartorial anarchist vision, simultaneously elegant and dangerous.

The patterned trousers of 80's style body builders originate from Kings Gym. Chic, streamlined sportswear often seen at Ridley Road and Dalston Junction has become a social uniform of the new-age Rude Boys. Embroidered brogues and printed garments fuse elements of traditional English styling with the ornate embellishment of Turkish handwork.

The palette is understated and subdued using Casely-Hayford's signature colours of mushroom, navy and cream, and is punctuated with bursts of vibrant colour inspired by African textiles. From this dissonant spirit emerges 'Afropunk', a new style vocabulary. Emphasis is on lightweight tailoring, superlight outerwear, transparency and print. Spring/Summer '10 is about Dangerous Elegance.



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