

Casely-Hayford

SPRING/Summer 2009 press release

Joe Casely-Hayford, former Creative Director of Savile Row's Gieves & Hawkes, credited with bringing the company into the 21st century and his son Charlie Casely-Hayford, who is the current face of Dr. Martens alongside Coco Sumner, have joined forces to create a new menswear brand which fuses English sartorialism with British Anarchy. Joe, who was awarded an OBE last year for services to the fashion industry, says "The brand chooses to either enhance or subvert British style". The Casely-Hayford signature is founded on formal clothing mixed with elements from London's youth culture, to create what they call 'a darkened aspiration'.

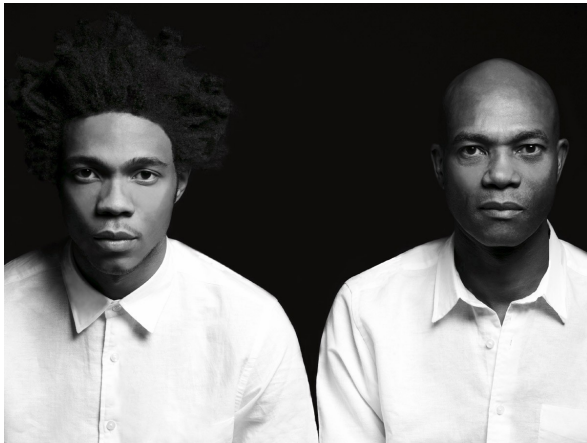
"The Casely-Hayford Man is interested in understated elegance, enduring quality, fine fabrics and subtle but innovative detailing. Our intent is to create beautiful and desirable clothing that tells a story" says Joe.

"Our brand is not just about fashion, we see each item as an investment for our customers and try to give it permanence through the idea of 'innovation through tradition'. Our knowledge of the past allows us to create for the future. We like the idea of modernism and classicism sitting side by side" explains Charlie.

The duality of the brand reflects Joe's design history, from creating stage clothes for Punk bands like the Clash to more recently dressing some of the highest ranking members of the British establishment whilst at Gieves & Hawkes. Casely-Hayford is the first brand in high fashion to have a father & son working together at the creative helm.

This season combines the urbane qualities of Edward VIII, the first modern day English sartorialist, with the contemporary sportswear of London's street culture in a distilled manner; references are subtle and concealed. There is a simultaneous emphasis on lightness and substance. Technical fabrics are fused with formal wear; sporting items are formalised through the use of fine silk Dogtooth jersey fabric and suits are given underplayed contemporary twists.

Casely-Hayford S/S 2009 will be sold exclusively through Dover Street Market in London from January.



Portrait by Ben Weller

Stockists:

Tokyo: Barneys Japan; Beams; Adam et Ropé; United Arrows
London: Dover Street Market exclusive

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For more information or high res. images please contact: press@casely-hayford.com