

Lulu Kennedy Thinks Millennials Would Benefit From Rave Culture

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Oh, to be Lulu Kennedy. She created the legendary Fashion East program that launched young design stars like Simone Rocha and J.W. Anderson. She designs sweaters with unicorns on them. She has great hair. And on the day of her [Lulu & Co](#) spring 2015 presentation, she's surrounded by models in star-print club gear.

But her latest collection isn't just on trend—it's an ode to the designer's roots as a former party queen. "I used to put on raves in the '90s," she admits. "Dodgy raves in warehouses. I did them in Italy, of all places! The raves were in Naples and they were called [United Tribes](#). So that's why my collection is quite tribal and it has that street vibe."

Alas, Kennedy doesn't have any of her old plastic dresses or day-glo jumpsuits —"All my rave clothes mysteriously vanished," she says—but this spring she'll be able to buy some new ones, thanks to raver-inspired collections from Marc by Marc Jacobs, Jeremy Scott, Markus Lupfer, and Gareth Pugh. (There are sure to be more as the collections keep rolling out in Milan and Paris.) But is Kennedy frustrated that high-end fashion labels are cashing in on the authenticity of her youth?



"Actually, I hope they keep doing it," she says. "Rave culture is a great reference point. The message behind rave was unity and freedom and peace. So seeing that being referenced on the runways, no matter how successful it is, is really important to me because hopefully it means people are remembering, or even discovering, the positive message of the movement. And raves were a hugely important cultural thing for Great Britain. They were so much fun, but they also created so many fashion moments and music moments...I don't think the festival scene could exist and be so big now if it weren't for '90s raves."

Besides the flower crowns, what's the biggest difference between Coachella and a United Tribes party? "My favorite part of that time was knowing we were all in one giant room being present with each other instead of looking at our phones as we're talking to someone else," she answers. "You're not supposed to post pictures on social media telling people you're having a good time, or you're at a good party. It's odd. If you're having such a good time, why are you on your iPhone instead of being at the party?! In rave culture, you're just out there living it! Not reporting it! Actually, I'd love to throw a rave again," she says, "But the invite would say 'no phones.' And then nobody would listen to me and bring their phones anyway."