



NO FIXED ABODE™
LONDON

NO FIXED ABODE OF LONDON Press Release for release: 9/8/2016 Location: London, United Kingdom

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Headline: Has Versace run out of ideas?

WE WANT PEOPLE TO SHARE AND COMMENT ON THIS ISSUE

Versace, uses No Fixed Abode of London style and ideas, in Versace's Versus SS 2016 collection. Versace has been using the No Fixed Abode - Lion Head Door Knocker copyright style as it's own, on a global scale. This collection has been live since February 2016. No Fixed Abode has been using the Lion Door Knocker idea since 2013.

Why? Have Versace run out of ideas?

Emma Mann grew up on punk and reggae music, she was heavily immersed in the punk scene. That's why her brand has the tag line Individual Anarchism. *"We rebel against, corporate greed, and lies."* Emma comments

"How can we keep our brand relevant" Versace Corporation have been quoted in February 2016. *"Using styling and vision from No Fixed Abode of London, a young urban luxury street wear label seems to be their solution."* Emma, CEO and Founder of No Fixed Abode comments.

No Fixed Abode of London, a luxury street-wear company from the UK has taken legal advice, and we are taking action against Versace - the Versus sub style in particular. For using No Fixed Abode's style and ideas without permission. Versace have re launched a sub brand called Versus 'a youth street-wear brand'

"How can a corporation that sells £600 scarfs relate to the culture from the streets?" Emma comments.

All of Versus collections to date have been in line with what NFA have previously released. NFA and Versace have been in the same place several times. Paris Fashion Week - when NFA were scouted by Vogue Italia, and London Fashion Week for several years.

This season, Versace took things to far and over stepped the line. Using No Fixed Abode's styling and creative vision - the Lion Head Door Knocker, and placed it over the majority of their SS 2016 collection, 220 odd items across clothing and accessories. The numbers of which are dwindling daily. You decide why...

"No Fixed Abode is highly flattered that Versace chooses to keep its brand relevant by taking direct inspiration from an urban street wear label like our own."

"However, in the interests of copyright, ideas, style, and vision it seems the boundaries between inspiration have been blurred significantly." Emma said when she saw the Versus collection.

We ask you this, *"Is this the way a luxury fashion house should behave, using ideas from other brands creative vision, and touting it as their own?"* Asks CEO and Founder Emma from No Fixed Abode. *This is not the first time Versace have done this, remember the headline Versace Steals T-Shirt Design From Young Designer, in March 2015?*

What do you think? Have Versace run out of ideas? Is this a metaphor for a bigger issue?

As the The Clash have said, "Know Your Rights", Combat Rock (1982) Joe Strummer

"Don't Gain The World & Lose Your Soul, Wisdom Is Better Than Silver Or Gold." — Bob Marley

NO FIXED ABODE - A luxury Streetwear fashion label, established 2013. For the rebels and no conformists, living by Individual Anarchism.

NO FIXED ABODE'S PHILOSOPHY: Individual Anarchism, we are all different, so lets embrace this.

NO FIXED ABODE'S MANIFESTO: We live by our own set of rules and make our own way in the world. We are individual, lets show that through our clothing. We design and produce fashion garments of luxury quality for people that like to be different, get noticed, the rebels, the individuals, the pioneers of change. Like standing out from the crowd, doing things differently. We don't want to fit in or to conform. We're all about freedom of expression.

We are all about ethical working conditions for workers in the production houses we use. We will only work with companies that support and hero this statement.

We are currently in talks with companies about working with and helping the homeless as well as youth.

Social Links: Facebook: [nofixedabodelondon](https://www.facebook.com/nofixedabodelondon) You Tube: www.youtube.com/nofixedabode Twitter: [@nofixedabode_uk](https://twitter.com/nofixedabode_uk), Instagram: [@nofixedabodelondon](https://www.instagram.com/nofixedabodelondon), Web: nofixedabodelondon.co.uk

NO FIXED ABODE CREATIVE VISION
AND COPYRIGHT 2013

VERSACE SS2016



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VERSACE

VERSACE > VERSUS > WOMEN > DRESSES > LION HEAD RING STRAP M



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VERSACE SS2016



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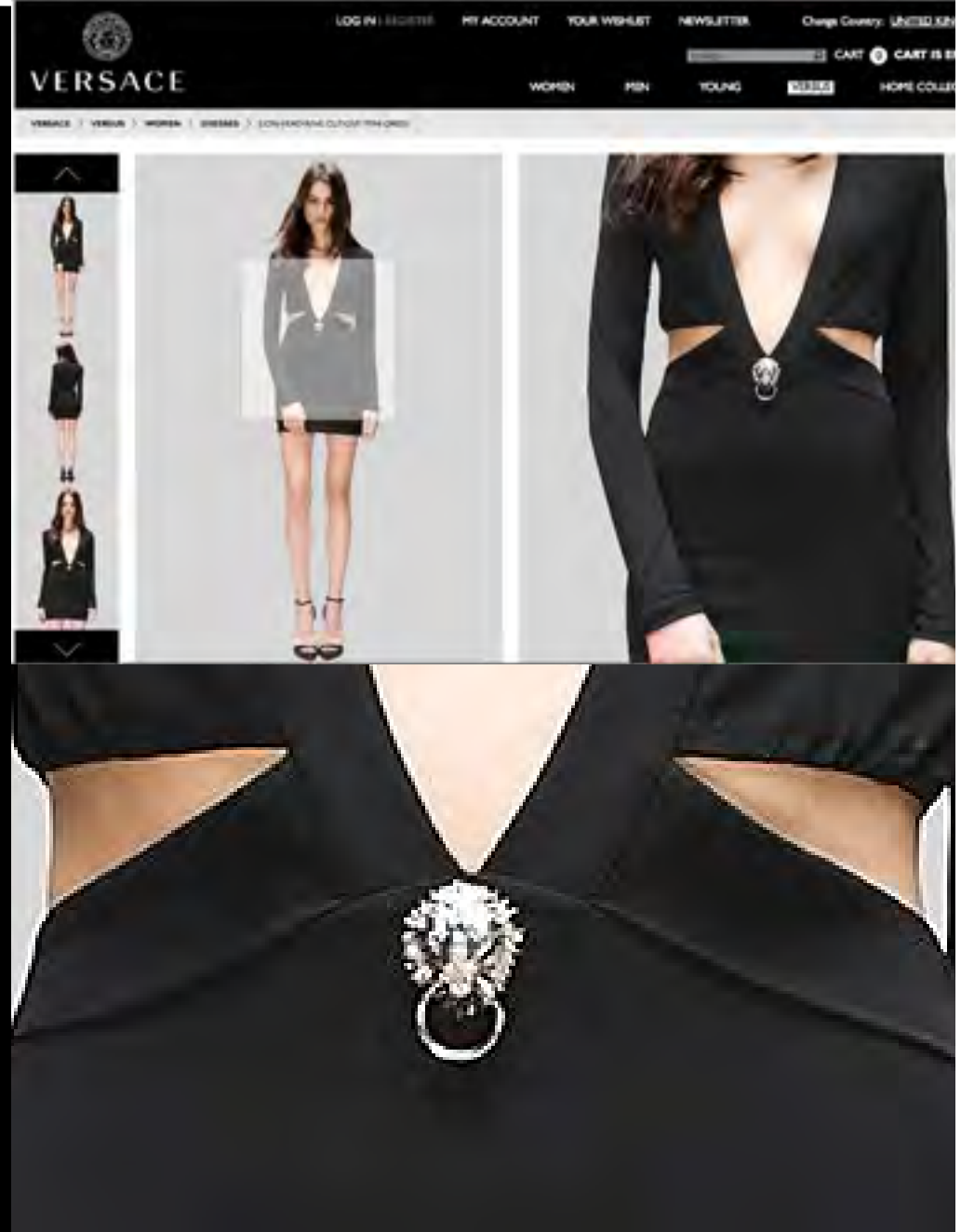
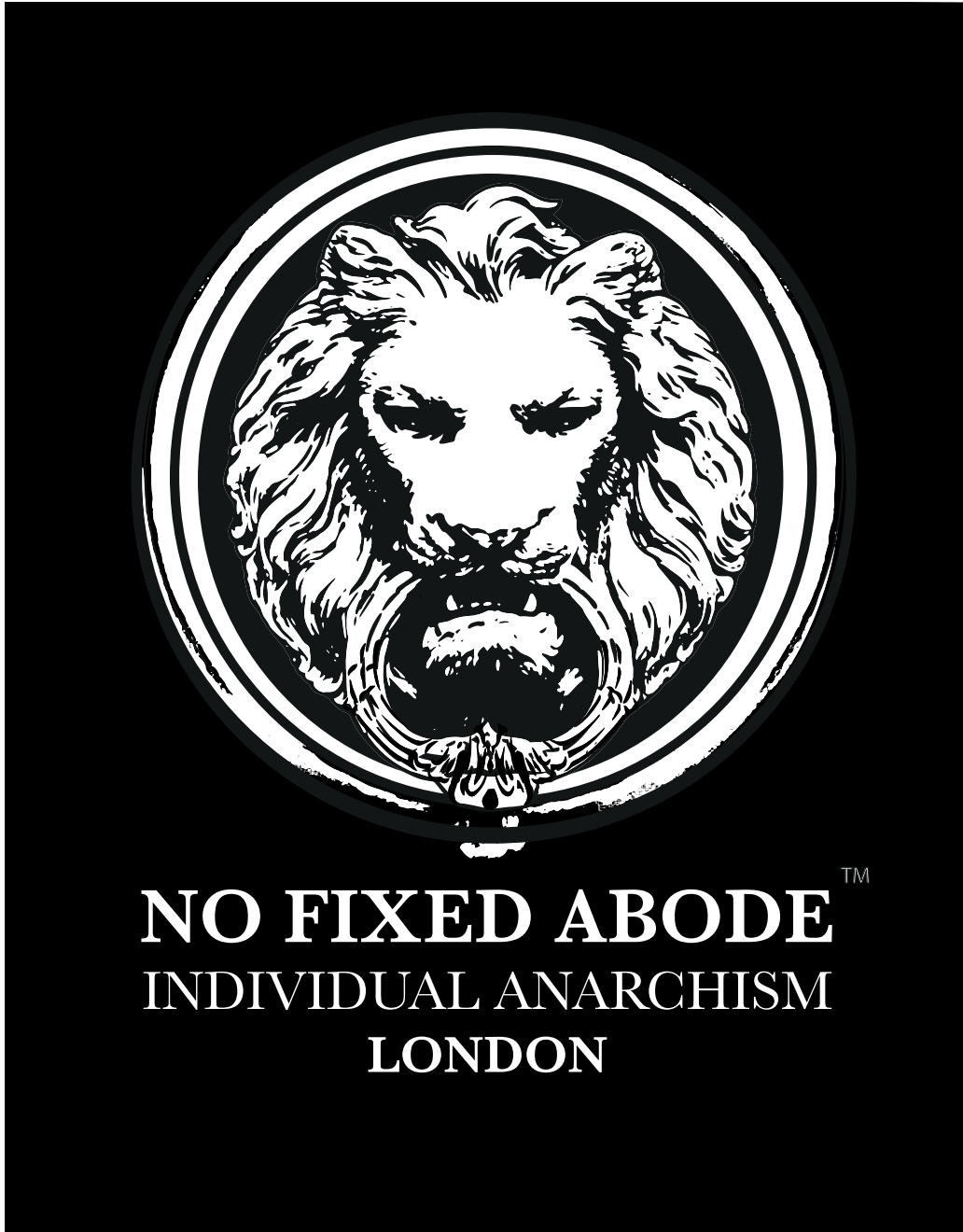
VERSACE

VERSACE > VERSUS > WOMEN > BELTS > LION HEAD WINGED BELT



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VERSACE SS2016



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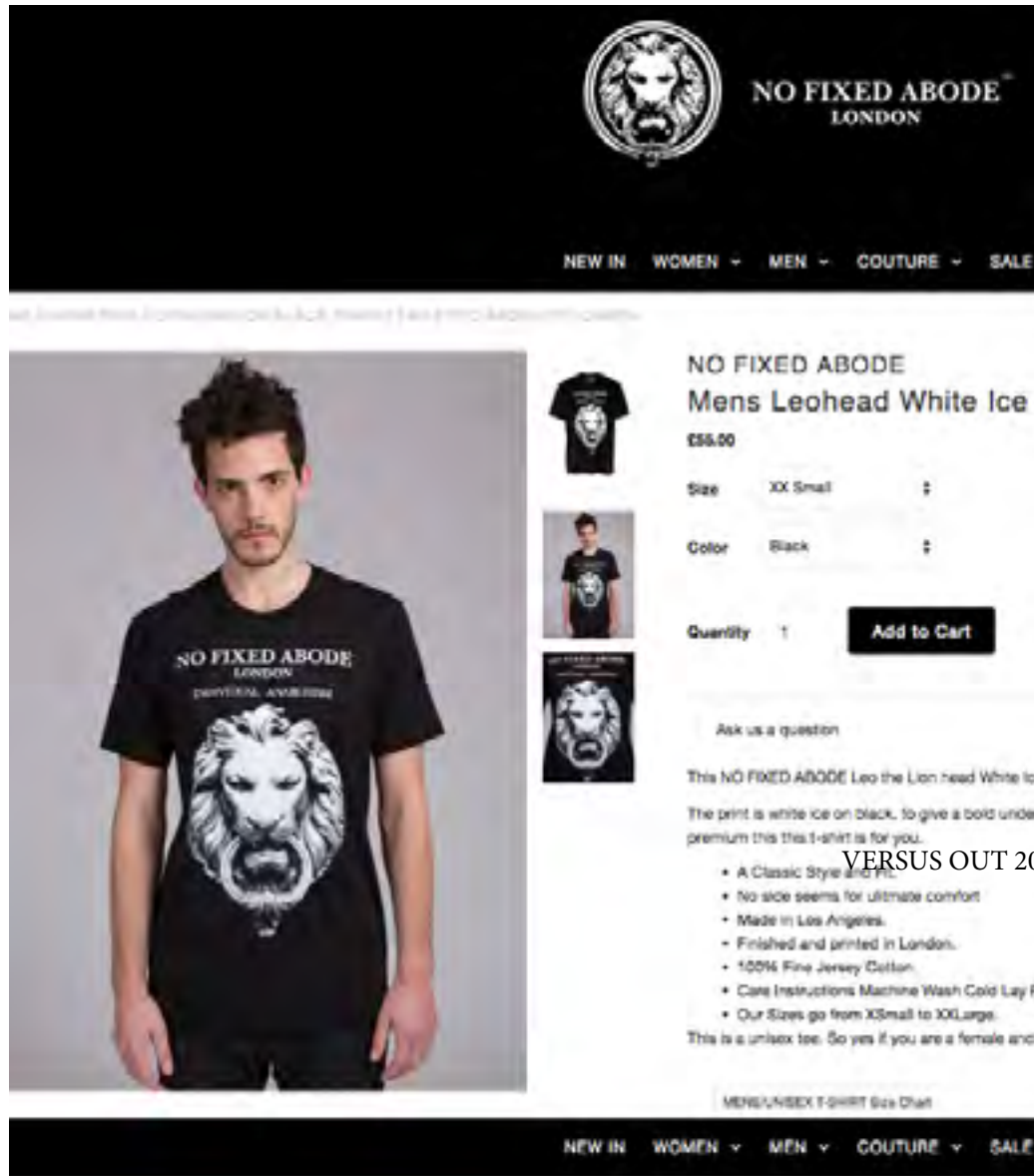


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NO FIXED ABODE RELEASE 2014

VERSACE SS2016



NO FIXED ABODE LONDON

NEW IN WOMEN MEN COUTURE SALE

NO FIXED ABODE Mens Leohead White Ice £55.00

Size: XX Small

Color: Black

Quantity: 1 Add to Cart

Ask us a question

This NO FIXED ABODE Leo the Lion head White Ice t-shirt is for you.

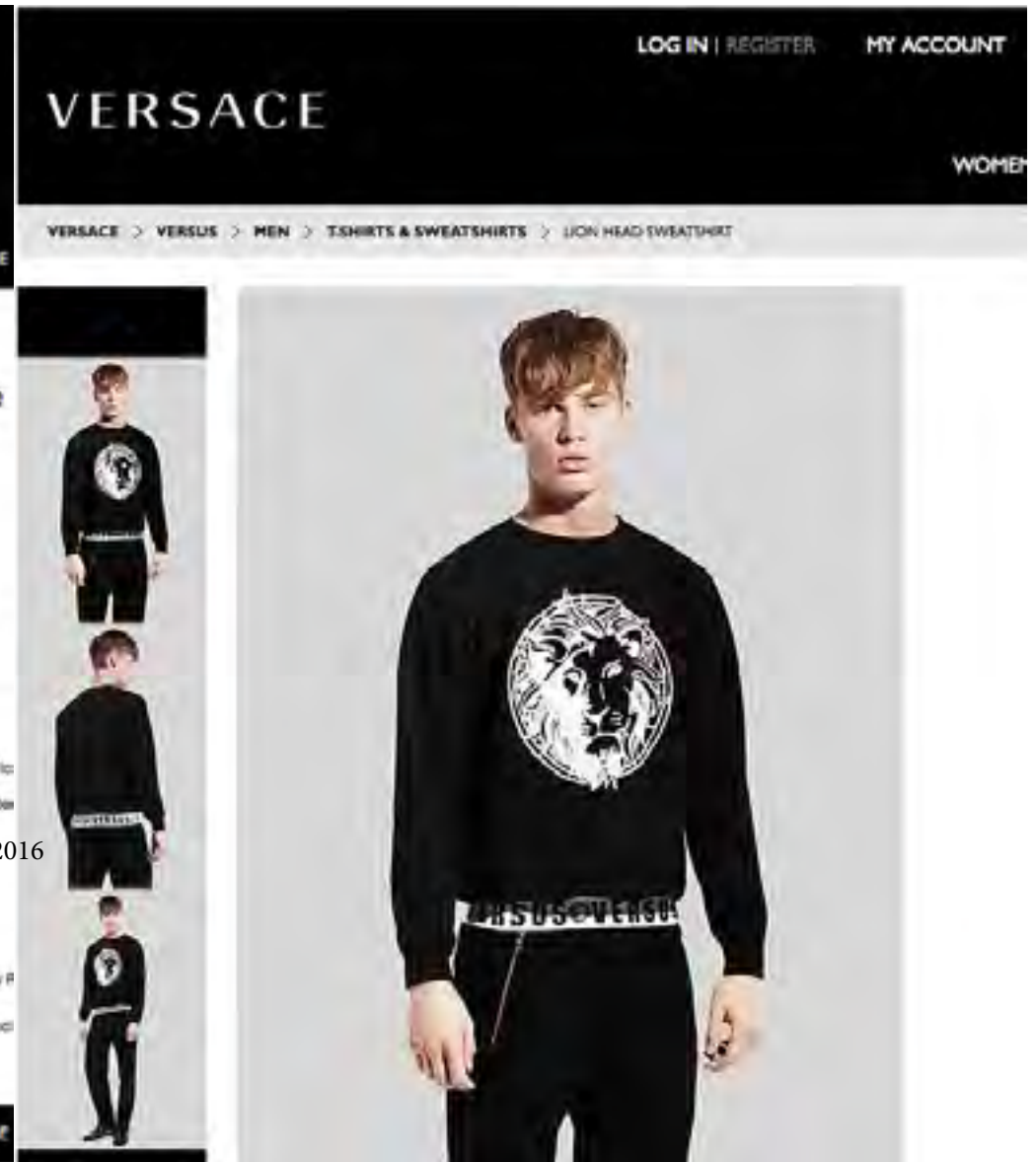
The print is white ice on black, to give a bold under premium this t-shirt is for you.

- A Classic Style and Fit.
- No side seams for ultimate comfort
- Made in Los Angeles.
- Finished and printed in London.
- 100% Fine Jersey Cotton.
- Care Instructions Machine Wash Cold Lay Flat
- Our Sizes go from XXsmall to XXXLarge.

This is a unisex tee. So yes if you are a female and!

MENS/UNISEX T-SHIRT Size Chart

NEW IN WOMEN MEN COUTURE SALE



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VERSACE

WOMEN

VERSACE > VERSUS > MEN > T-SHIRTS & SWEATSHIRTS > LION HEAD SWEATSHIRT

VERSUS

VERSUS

VERSUS

VERSUS

VERSUS

NO FIXED ABODE HANDMADE CUSTOMISED LION SWAROVSKI CRYSTAL T-SHIRT Given to Gyptian 01/06/2015 - The Reggae artist.



VERSACE RELEASE CRYSTAL 'STYLE' LION T-SHIRT FEB 2016





NO FIXED ABODE GEOMETRIC RELEASED 2014



VERSACE GEOMETRIC RELEASED 2015



Gyptian



PEOPLE'S COMMENTS WHEN SHOWN THE PRESS RELEASE.

So they (Versace) think the lion head is theirs? Go all the way No Fixed Abode! - GYPTIAN - REGGAE ARTIST, JAMAICA

Facebook: <https://www.facebook.com/GyptianOfficial/> IG: @RealGyptian Twitter: @RealGyptian

Youtube: <https://youtu.be/VOwoJiVKzQQ>

(Initial reaction), ***“Fuck, what a blatant rip off!” “What an absolute blatant rip off. When I saw all images together my first thought was that NFA had done a collaboration with Versace. But upon reading further I see that Versace has copycatted everything from NFA’s website template to NFA Lion Head Door Knocker, how lazy can you get.”***

NICOLA RETTER - CONSUMER - MEDIA AGENCY, LONDON

Mic Adams



“Wearing the No Fixed Abode Lion directly on your chest, is something that has always been meaningful to me as a artist and individual. Its a direct statement of who we are and the movement we support. To have someone try to copy and take away from it, is a direct insult not only to fashion, but also to the individuals who proudly wear it as a direct expression of our persona and art...”

MIC ADAMS - MUSIC ARTIST - RAPPER, USA

www.micadams.net

www.soundcloud.com/MicAdams

www.Instagram.com/_mic_adams

“It’s completely absurd that a globally known fashion house, that have been known for their individual identity, have, for less than a better word, stolen the creativity and ideas of an independent brand. It is a complete rip off of the inspiration, which has been carefully designed and moulded, by years of effort and hard work. It is time that Versace should be named and shamed and full credit should be given to its rightful owner.”

MR. RISHI KANSARA - PAUL SMITH, LONDON

Marc Dub



“In my line of work originality is the foundation of what I do. This is the basis from which creativity is born. It’s beyond shocking to hear that a fashion giant such as Versace would resort to using designs from No Fixed Abode as their own in their campaign. But if it is in fact true what they say that imitation is the sincerest form of flattery then the future must be looking very bright for No Fixed Abode.”

MARC DUB - RAPPER, USA

IG & Twitter: @MarcDubMusic

Youtube: www.youtube.com/marcdubtv

Soundcloud: www.soundcloud.com/marcdubmusic



Emma Mann
Founder and CEO of No Fixed Abode of London

Finding myself homeless with a new born baby and hitting rock bottom made me start this brand, I wanted to show myself through great adversity comes true strength. I turned a negative into a positive.

Born in NZ - Family originally from the highlands in Scotland. Lived in London most of my adult years. Previously working in the advertising industry for about 20 years. At Creative Director level and was a freelance with various international creativity awards under my belt. Clients such as Apple, Lenny Kravitz, Coke, Sailor Jerry, Ibiza Rocks. Working mainly on youth culture and music brands.

I was heavily involved in the punk scene and take influence from that era. (Yes I've had twin green mohawks with cherry docs. They were my first pair of Doc Martin boots). Music plays a massive part in who I am and influences the brand.

I believe in being you, whatever that may be: clothing is an expression of who you are, an extension of your personality.

NO FIXED ABODE want to champion that thought: Be you. Don't conform. Wear what you like. This is where the tag line individual anarchism came from. Live by your own set of rules.

The brand name was born in May 2013 and the label went live in September 2013.



INDIVIDUAL



ANARCHISM