

*Oh dear me, the world is ill divided
Them that works the hardest are the least provided
I maun bide contented, dark days or fine
For there's nae much pleasure livin' affen ten and nine*

Extract from 'Jute Mill song', Mary Brookbank.

For Spring/Summer 17 Nicholas continues to explore his multicultural heritage through his collection, entitled 'Juteopolis', which focuses upon his Scottish ancestors' involvement in Dundee's industrial jute trade. Under the British Empire, jute, a natural fibre, was exported from South Asia to Dundee in Scotland to be woven by mill workers. Two generations of Nicholas' family worked in these jute mills of Dundee.

Nicholas gained further insight into the rich history of jute following his research trip to the Dundee mills and through investigation of the material's impact upon South Asian culture. This acted as a catalyst for his design process where he reinterprets history, through his own aesthetic. This has involved modernising a traditional material, which is unconventional to fashion.

By utilising jute alongside other organic fabrics such as Irish linens and Scottish waxed cottons, Nicholas crafts a texturally diverse collection, which reflectively explores the role of industrial production within culture. The continual harmonisation of varying identities underlies the brand ethos which reflects the diversity of society.

Nicholas Daley is a menswear designer based in London. His work broadly explores perceptions of multiculturalism and is dedicated to preserving British craft, and he retains all production within the UK. After graduating from Central Saint Martins in 2013, the label launched in 2015 and Nicholas' collections are stocked internationally. Lead accounts include International Gallery Beams in Tokyo and Hostem in London.

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