

NICHOLAS DALEY

A/W 19 MENSWEAR COLLECTION 'BLACK ARK'

For his fourth season with the British Fashion Council's Newgen programme, Nicholas Daley presents '**BLACK ARK**'; a collection taking its name from the Jamaican studio of renowned music producer Lee Scratch Perry.

The brainchild of Perry, Black Ark was a nexus for the wider dissemination of dub music which has ultimately impacted the way we hear and approach modern electronic music and many other genres. In its very nature, dub is about the practices of the music engineer, who tinkers his equipment to version and reimagine existing rhythms. This idea echoes Nicholas' approach to design: wherein he continually explores the impact of the Jamaican identity upon the cultural landscape of Britain, from the post-war era to our contemporary moment.

Authenticity is a crucial element of Nicholas' design philosophy. Often, he works with figures who were pivotal in the specific period of history being explored. This season Nicholas has partnered with legendary British producer and icon **Dennis Bovell** (aka Blackbeard): a pioneer in the crossover between post-punk music and dub, who has worked with the likes of The Slits, Maximum Joy, Aswad, Janet Kat and Orange Juice to name but a few. For AW19, Dennis has created an exclusive mix consisting of unheard tracks which span his longstanding career. Nicholas has also worked with emerging artist **Puma Blue**, who has recently released a new record 'Blood Loss'. His sound glides across multiple genres and plucks from reference to reference: poetic but hard to define. For the presentation, he blends soul and punk infused tracks, in turn representing the current music coming out of South London.

Nicholas' overarching focus is to emphasise the British identity in its multicultural glory. Central to these preoccupations is the significance of preserving British craft as a form of knowledge, culture and identity. In working with specialised mills to develop bespoke fabrics, Nicholas pushes what one might usually associate with heritage. For AW19 the label has collaborated with two mills based in Scotland: Lovat, a tweed mill, who have created an oversized check inspired by the colours of Perry's studio and Hancock whose artisans have years of experience in crafting handmade, seam-tapered coats. In addition, the brand has worked with Tricker's of Northampton for the second time to create an exclusive, custom design. The shoe combines leather and merino wool from Hainsworth in Yorkshire and has a Goodyear welt, commando sole. This season also marks the introduction of a denim core range made with British woven 12oz selvedge denim, produced in London by Black Horse Lane Ateliers.

The interplay between music and style is at the heart of the Nicholas Daley brand and over the past few seasons, the presentation format has enabled Nicholas to work with artists who push his designs into new performative contexts. 'BLACK ARK' takes place at Bethnal Green Working Men's Club, a setting known for its long history of hosting British music. In this regard, Nicholas' work seeks to underline the thriving craftsmanship of Britain's creative communities - from the country's remaining manufacturers, to musicians pushing their sound into new directions; all of these elements interact and expand through the medium of contemporary menswear.

"Exploring the intersection between dub and punk music, I found its influence on British music to be significant. Having legendary producer Dennis Bovell share his legacy, in addition to South London musician Puma Blue's musical performance, the presentation exemplifies a musical journey from the roots to present time." - Nicholas Daley

Creative Direction
NICHOLAS DALEY

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STEPHEN MANN

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USING LABEL.M

Make-Up
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USING HOUSE 99

Production/Showcasing
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GO2SHOW

Casting
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CAMPBELL ADDY
MC BARNES

Show PR
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Videographer
JOSEPH DUNN

Musicians
PUMA BLUE
DENNIS BOVELL

Runway Show Music
NABIHAH IQBAL

Communication
MONIQUE KAWECKI
JOANNA KAWECKI
ANASTASIA SHEVELEVA
LILAH FRANCIS

ND Team
TAIKI KATO
MAYA KITAGAWA
JENNAH GEORGIA
JULES DAVIES
ALEX JONES
SHAUN SOMERVILLE

Scent
KUUMBA INCENSE

Footwear
TRICKER'S
ADIDAS ORIGINALS

Special Thanks
JEFFERY AND MAUREEN DALEY
TAKAHIRO ITO - ELIGHT INC
OLLIE MURPHY
LOVAT MILL
THE WOOLMARK COMPANY
BLACK HORSE LANE ATELIERS
BETHNAL GREEN WORKING MEN'S CLUB
BRITISH FASHION COUNCIL

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