

NICHOLAS DALEY

A/W 18 MENSWEAR COLLECTION 'RED CLAY'

For his second season with NEWGEN, Nicholas Daley presents '**RED CLAY**': a collection that focuses on the alternate history of tweed and its assimilation into jazz culture.

Nicholas began his creative process by finding harmony between two contrasting images: one of a Scottish Shetland farmer wearing a tweed baker boy hat and a photo of Miles Davis taken almost 100 years later, wearing the same style of hat. This parallel draws upon Nicholas' Scottish heritage and his families' connection to the textile industry. Having previously explored tartan and jute, Nicholas' extensive research led him to speak with Professor Jonathan Faiers about the complex history of tweed, its usage and its impact upon popular culture. This dialogue initiated the collection's concept and underlined Nicholas' inclination of juxtaposing narratives.

Expanding his existing relationship with British manufacturing, Nicholas has developed a bespoke herringbone tweed with Scottish fabric mill Lovat; widely recognised as the birthplace of tweed. As with past seasons, Nicholas has collaborated with the established milliners Christys' to craft custom baker boy and pork pie hats. He has also worked with the acclaimed Northampton shoemakers George Cox on two bespoke styles.

Nicholas places great significance on collaborating with such manufacturers: emphasising the importance of British craft and utilising traditional methods of production to create contemporary menswear, inspired by nonconformist cultures. This approach echoes the polyrhythmic nature of jazz music, wherein artists use two or more conflicting rhythms as the basis for the entire piece. The collection takes its name 'RED CLAY' from Freddie Hubbard's 1970 soul-jazz fusion album, a significant record which Nicholas cites as a long term influence. Direct inspiration was also taken from musicians such as Miles Davis and John Coltrane, in addition to the colours from Blue Note record sleeves, which Nicholas developed into knitwear styles working with the Scottish knitwear company William Lockie.

For the AW18 presentation, Nicholas has joined forces with the UK's finest contemporary jazz musicians **Yussef Dayes**, **Mansur Brown**, **Alfa Mist** and **Shabaka Hutchings**, playing a rare live jazz session together. Each internationally renowned, Yussef and Mansur released their debut album *Black Focus* last year on Gilles Peterson's Brownswood label which received worldwide acclaim. Alfa Mist recently released his album *Antiphon* blending melancholic jazz harmonies with soul stylings, and to date Shabaka has released 4 studio albums and recently signed to the iconic jazz label Impulse! (Universal Music), home to legends such as Alice Coltrane, Pharoah Sanders and Sonny Rollins. Poet **James Massiah** has created a spoken word performance piece to accompany the band, while long-term collaborator **Nabihah Iqbal** (Ninja Tune and NTS) and **Judah Afriyie** (Deviation) play DJ sets exploring jazz music from the era that has inspired the collection.

Nicholas has once more collaborated with Kuumba incense for the presentation, adding an element of scent inspired by his jazz influences. Consequently Nicholas seeks to create a multi-layered collection which is reinforced by his love of music - as a consistent and predominant thread running through his work and reinforcing his eclectic design ethos.

"Red Clay brings together my appreciation of craftsmanship both musically and creatively, highlighting the intertwining relationship between music and fashion." - Nicholas Daley

Creative Direction
NICHOLAS DALEY

Stylist
STEPHEN MANN

Casting
NII AGENCY
CAMPBELL ADDY
MC BARNES

Grooming
LEE MACHIN AT CAREN AGENCY
USING LABEL.M

Grooming Assistants
BEN MADLE
RINO RICCIO
ANETE SALINIEKA
ALEXIS DAY

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REUBEN BASTIENNE-LEWIS

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TOM SWEETLAND
CATHERINE VALVE

Nicholas Daley Team
MAYA KITAGAWA
BRADLY HOOD
YU LIN FU
HERA JO
TAIKI KATO
MISHAEL PHILLIP
JOE FLANAGAN

Musicians

YUSSEF DAYES - DRUMS
MANSUR BROWN - GUITAR
ALFA MIST - KEYS
SHABAKA HUTCHINGS - SAXOPHONE
JAMES MASSIAH - SPOKEN WORD
NABIHAH IQBAL- DJ
JUDAH AFRIYIE- DJ/HOST

Audio Engineer
GEOFF SOUTHALL

Sound Technician
JAMES BUNTON

Communications
MONIQUE KAWECKI
JOANNA KAWECKI
LILAH FRANCIS
ANASTASIA SHEVELEVA

Show PR
AGENCY ELEVEN
LAURA DOOLEY
LIZ CHUCK

Set Design/ Production
JOSEPH BOND
BWALYA NEWTON - ABIGAIL JACKSON

Footwear
GEORGE COX

Scent
KUUMBA INCENSE

Special Thanks
BRITISH FASHION COUNCIL
JONATHAN FAIERS
MAN KIT AU YEUNG
CHRISTYS' LONDON
WILLIAM LOCKIE

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Artists/Musicians:

@YussefDayes @MansurBrownMusic @AlfaMist @ShabakaHutchings
@JamesMassiah @NabihahIqbal @Judahlos_

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