

NICHOLAS DALEY

S/S 19 MENSWEAR COLLECTION 'SLYGO'

For his third season supported by the British Fashion Council's NEWGEN programme, **Nicholas Daley** pays homage to his family's role in Britain's reggae sound system culture.

SLYGO takes its name from Nicholas' father's DJ alias and draws direct inspiration from his parents' club night known as *Reggae Klub* which ran from 1978-1982, in and around Scotland. Presenting acts such as ASWAD, Heptones and Misty in Roots amongst many more, Reggae Klub was one of the first reggae nights in Scotland at the time and was a haven for people from minority communities. By exploring his parents' experiences and incorporating them into the presentation, Nicholas maintains a sense of authenticity in this collection: referencing original memorabilia from Reggae Klub by recreating the original t-shirt, designed and sold by his parents.

Nicholas' outlook is informed by Britain's subcultures and how they continue to influence contemporary popular culture. Throughout the development of his brand, Nicholas has utilised music as a part of his design process, interpreting sound through design and subsequently collaborating with numerous musicians to reinterpret his work. For SLYGO Nicholas presents a DJ set from renowned DJ, film-maker and Radio 6 presenter **Don Letts**, whilst **CAYA** sound system, created and led by sound artist Thali Lotus, provides the backdrop and beats, celebrating a *come as you are* philosophy through the balance of all-inclusive music and spirituality. Furthermore, for the live element of the presentation, drummer **Yussef Dayes** curates and directs performances by musician **Cosmo Pyke**, guitarists **Mansur Brown**, **Simeon Jones** and **Rocco Palladino**, pianist **Charlie Stacey** and percussionist **Yahael Camara Onono**, with **Obongjayer** (Sugarcane) performing spoken word. As host, musician and broadcaster **Nabihah Iqbal** combines all the elements that make up the SLYGO Reggae Klub.

Nicholas is drawn to the communities that activate musical spaces and participate in cultural exchange. Britain's connection to sound system was a direct result of the Windrush generation arriving on the shores of the British Isles and bringing music from the Caribbean. In the late '70's, Britain was a place of racial discrimination and inner cities were often contested. Consequently, sound systems became a vehicle of expression, creating a platform for a culture disregarded by the mainstream: one forged from the negative space of societal division, with gargantuan speakers delivering basslines that still metaphorically reverberate today. Through the presentation format, Nicholas seeks to highlight how his parents succeeded in creating such a community space, emphasising the collective power of music.

As with previous seasons Nicholas feels it is important to preserve the rich heritage of British craft, working closely with established mills in the UK to expand notions of British sartorialism. This season features bespoke styles and fabrics that underline Nicholas' key relationships with manufacturers collaborating with Northampton shoemakers Tricker's, and creating bespoke fabrics with Vanners silk weavers. He also continues his ongoing collaboration with Christys' hat makers on the iconic eight-piece baker boy style.

Nicholas has once more worked with Japanese incense makers Kuumba to add another sensory dimension to the presentation space with a completely original scent, all of which contributes to the autonomous and spiritual realm that music can create.

"We started the Reggae Klub through a love of the music and a wish to provide a happy place for people from all over the world - especially the Caribbean and Africa - to come together. This was a time when other music promoters did not play or promote reggae music. We filled that gap and for many people. We played music that was familiar to some but also attracted a new audience from local people. A great blend of cultures.

The club was an extension of our beliefs that music is a unifying force for humanity."

- Jeffery & Maureen Daley

Creative Direction
NICHOLAS DALEY

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Show PR
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EMILE LINDSAY

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JOHN EVANS

Audio Engineer
GEOFF SOUTHALL

Musicians
YUSSEF DAYES - DRUMMER
MANSUR BROWN - GUITAR
CHARLIE STACEY - KEYS
ROCCO PALLADINO - BASS GUITAR
YAHAEAL CAMARA ONONO - PERCUSSION
OBONGJAYAR - SPOKEN WORD
COSMO PYKE - GUITAR
SIMEON JONES - BASS GUITAR
DON LETTS - DJ
NABIHAH IQBAL - HOST
THALI LOTUS - CAYA SOUNDSYSTEM

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Scent
KUUMBA INCENSE

Footwear
TRICKER'S

Special Thanks
JEFFERY AND MAUREEN DALEY
TAKAHIRO ITO - ELIGHT INC
MOON HUSSAIN
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