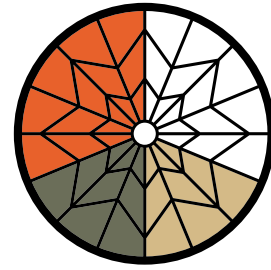


# AW20

## CARCASS



## RÆBURN



Photography: Ragnar Axelsson

“Ragnar’s work cut through from the moment I saw his first London exhibition back in 2010; stark images capturing a disappearing world that left me both inspired and chastened in equal measure. Mother Nature is fighting a battle that can no longer be won with odds so firmly stacked against her. Ragnar’s images challenge humanity to consider their actions and make positive changes before it’s too late.”

→ Christopher Raeburn, Creative Director, RÆBURN

Autumn/Winter 2020 sees **RÆBURN** collaborate with award-winning Icelandic photographer Ragnar Axelsson (“Rax”). For over 40 years Rax has been photographing the people, animals and landscape of the most remote regions of the Arctic, including Iceland, Siberia and Greenland. In hauntingly beautiful images, he captures the elemental, human experience of nature at the edge of the liveable world, making visible the extraordinary relationships between the people of the Arctic and their extreme environment — relationships now being altered in profound and complex ways by the unprecedented changes in climate.

**RÆBURN** has used original full colour images captured by Rax throughout the collection, printed onto 100% **RÆCYCLED** cotton-feel polyesters and silk habotai. Haunting images of fragmented glaciers stand as future relics; these impactful prints bear witness to the immediate and direct threat of global warming whilst also acting as a celebration of the natural beauty of the Arctic.

**CARCASS** is a new, radical extension of our **RÆMADE** concept, adopting an approach normally associated with hunter-gatherers: every last scrap of the original garment is used in its entirety, adding nothing new but branded labels and thread. Our first

**CARCASS** exploration sees us deconstruct an original 1960s survival-orange US Air Force flying coverall before intelligently reconstructing three new products: an over-shirt, attaché case and wallet — all lovingly crafted at the **RÆBURN** Lab, East London.

Other **RÆMADE** highlights include garments and accessories made from Anti-G trousers worn by fighter pilots, which have been blended with waterproof bivouac sacks used by the British military. Garments feature exaggerated funnel necks inspired by Arctic survival garments that protect the wearer’s face from the elements, as well as multiple pocket concepts that provide functionality, practicality and on-body storage solutions repurposed from the original Anti-G detailing, and also see the re-use of Riri zippers, original rib detailing and zig-zag stitch detailing across **RÆMADE**. We have also continued our use of original military parachutes, signature to the brand since inception, through our **PARÆSUIT** and Air-Brake, which has this season been dyed in **RÆBURN** Orange taking inspiration from the Cold Weather Flight Suit used in **CARCASS**.

The collection features 100% certified organic cotton and 100% certified recycled polyester across both rip-stop and cotton feel qualities and also sees our commitment to responsible design go one step further having developed organic and/or recycled neck tapes and grosgrain detailing. T-shirts are again produced in carbon brushed interlock and sweats in our signature double-faced jersey allowing us to do more with less and giving them a luxury weight and handfeel, whilst organic cotton shirting has been garment dyed with an enzyme wash and sandwash finish to give them a laundered aesthetic that is everyday wearable but can be styled for every occasion. Finally, scraps of material generated from our in-house production process have been created into a series of off-cut pockets used across t-shirts, sweats and shirting.

Other **RÆDUCED** offerings see us promoting natural fibres in our 100% Merino Wool knitwear and accessories that also reflect the season’s colour palette of black, olive, orange and off-white across playful garments including a camouflaged jacquard of our seasonal animal mascot in flight, the Arctic Puffin. This endangered inhabitant of the Arctic is also celebrated on a t-shirt featuring a repeat puffin circus print.

Other graphic stories include Artefact Prints of the 1960s survival issue US Air Force Flying Coverall and High Top Moccasins, again capturing future relics that will soon be lost in time. These are joined by our continuous STANDARD ISSUE graphics that focus on our 3 R’s ethos; **RÆMADE**, **RÆDUCED**, **RÆCYCLED** across garments that we will never put on sale.

**RÆBURN**

# AW20 CARCASS

ROYAL AIR FORCE  
FULL COVERAGE ANTI-G  
TROUSERS INSIDE LEG ZIP  
SPEC NO. SPE-J-959-M-0044  
SERIAL NO. 0802693