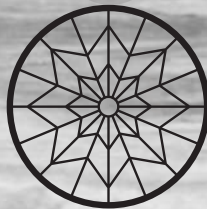
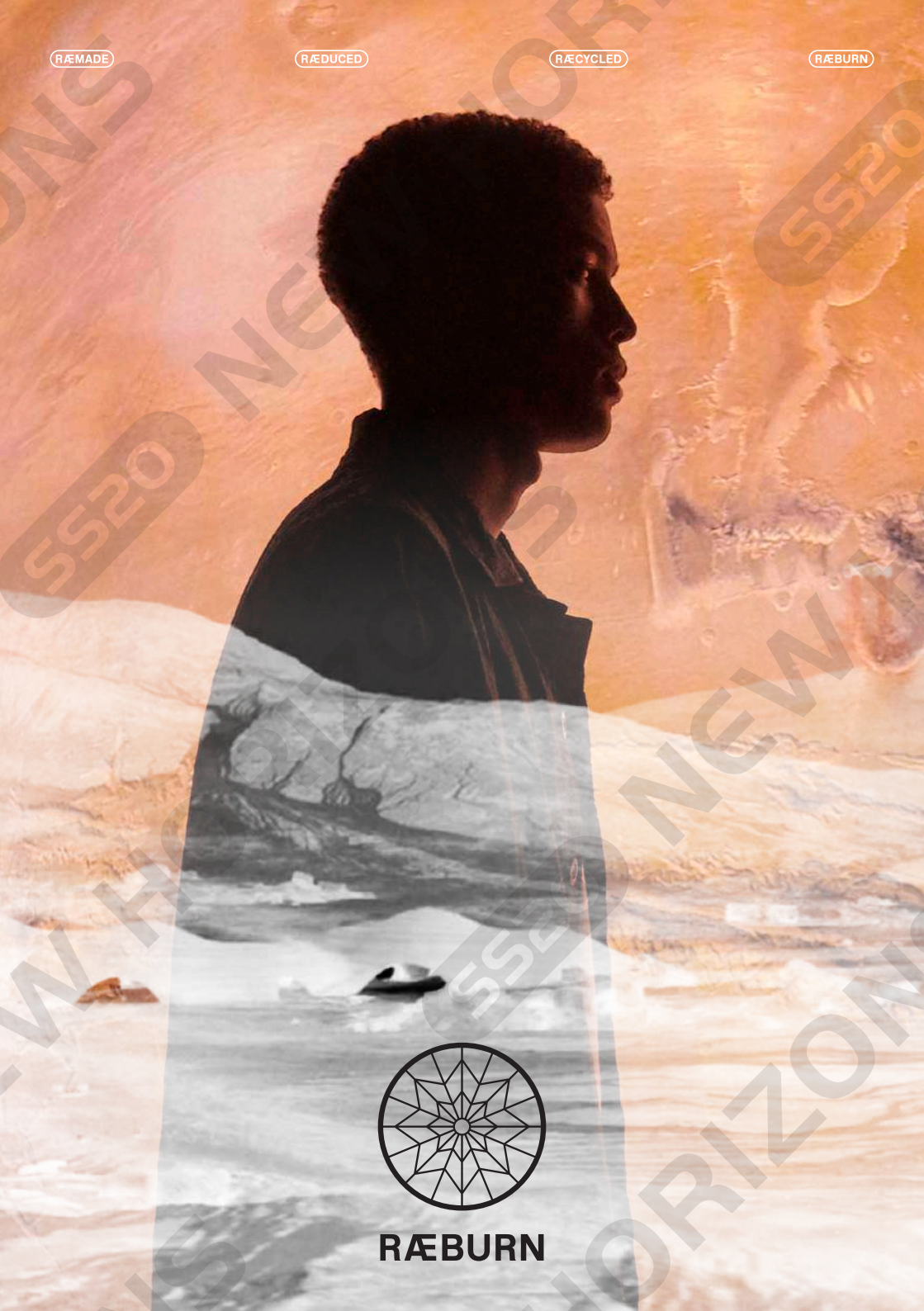


RÆMADE

RÆDUCED

RÆCYCLED

RÆBURN



RÆBURN

SS20 NEW HORIZONS

“Faced with a growing list of threats — climate change, overpopulation, nuclear war — Stephen Hawking believed that we had reached ‘the point of no return’ and had no choice as a species but to become multi-planetary — starting with the colonisation of Mars”.

— Guardian, 2018

Spring/Summer 2020 is inspired by the make-do-and-mend approach on Mars; doing more with less; adapting your wardrobe to a new environment and the challenges that come with it. With planned obsolescence on Earth, new horizons is an opportunity to rethink our approach to making, living and consuming. A move to our neighbouring red planet will jumpstart huge developments in recycling, solar energy, food production and media technology. We need to evolve or die.

The **RÆBURN** Lab, our innovation hub in London, offers us an opportunity to design, make and test on-site. This season's **RÆMADE** highlights begin with outerwear, legwear and accessories reworked from solar blankets; made of durable insulating material designed by NASA for space exploration. Engineered for temperature regulation on Earth, in space and beyond, these striking pieces retain 90% of body heat and provide compact emergency protection in all weather conditions.

Continuing to celebrate our tenth year championing innovative and responsible design, and following our rebrand from

Christopher **RÆBURN** to **RÆBURN** in Autumn/Winter 2019, we reflect on the origins of the brand where parachute continues to be an iconic material and has been developed into a capsule collection of lightweight travel gear entitled ‘PARÆSUIT’. Available in a considered palette of black and navy, the collection includes men's and women's deconstructed outerwear, blazers and legwear as well as women's dresses and tops, resulting in innovative lightweight and crease resistant packable tailoring.

New **RÆDUCED** developments for the brand sees PARÆSUIT silhouettes reflected in our enzyme wash with sand wash finish garment dye story in both military grade cargo ripstop items and organic cottons giving a laundered aesthetic and available in multiple colourways further reinforcing our ambitions to ‘do more with less’ and that perfectly accompanies our Standard Issue jersey offerings across tees, polos and sweats. Other exciting developments are found in our knitwear offering of natural merino wool and cashmere blend knitwear constructed in elegant milano stitch featuring raw edge finishes on cuffs and hems.

Spring/Summer 2020 sees the introduction of a new collaboration with leading international design practice Hassell. With NASA's cooperation, Hassell has produced a film with Lightfield London on a Mars habitat concept. Image stills from the film have been used and printed onto organic cotton jersey pieces, inviting the wearer to think what life on Mars will look like and gives us a glimpse into unfamiliar yet beautiful new horizons that have been portrayed in men's and women's offerings made from sand-wash silk habotai.

RÆCYCLED products forged from PET (plastic bottles) are again evident throughout the collection with particular highlights in our signature Lightweight Hoodie featuring distinctive **RÆBURN** style lines available in solid colours as well as a striking all over print inspired by the Solar Blanket offerings in **RÆMADE**. We are also proud to re-introduce our iconic daypack and X-backpack from seasons past, reimagined in new **RÆCYCLED** fabrications and with increased functionality for a new generation.

Continuing on our commitment to reducing waste in the **RÆBURN** Lab, the mascot for this season is the topical Space Monkey which has been developed into a backpack, handbag and mascot using the production off-cuts of both our solar blankets and garment dyed fabrications.



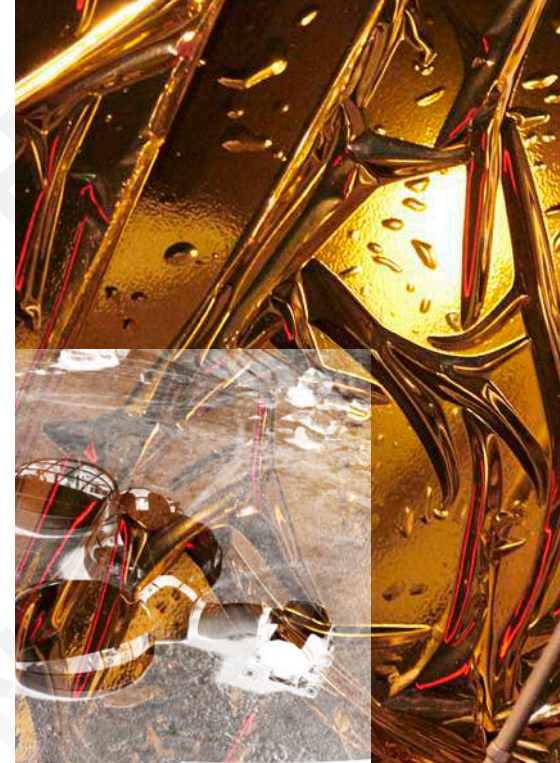
"MARS HABITAT" BY HASSELL + EOC FOR NASA, FILM STILL

“At **RÆBURN** we see an opportunity to transform our business to become a positive, truly global leader to drive change within the creative industries”.

— Christopher Ræburn, Creative Director



SS20 - RM19003R20S / SOLAR HOODIE
SS20 - RM24004R20S / SOLAR AIRBRAKE SHORT





SS20 - RM13003R20S / SOLAR AIRBRAKE BOMBER
SS20 - RM24004R20S / SOLAR AIRBRAKE SHORT



00:00:29



SS20 - RW02002R20S / PARÆSUIT JACKET
SS20 - RW21001R20S / PARÆSUIT TROUSER



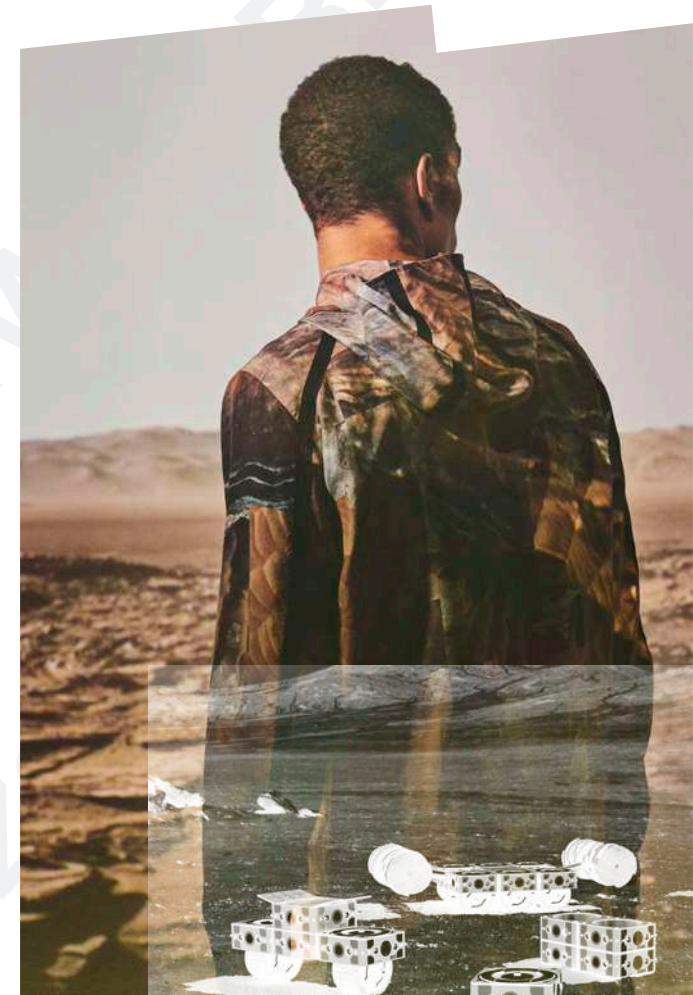
SS20 - RW37002R20S / PARÆSUIT DRESS



SS20 - RM16002R20S / PARÆSUIT MAC
 SS20 - RM28002M20S / PARÆSUIT TAPERED TROUSER



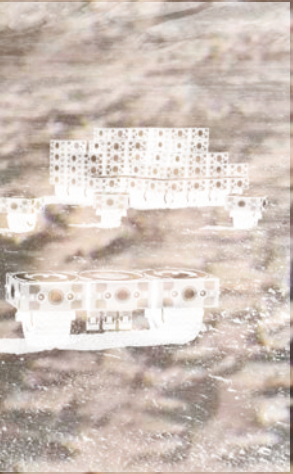
SS20 - RM32002M20S /
RIPTOP OVERSHIRT
SS20 - RM28002M20S /
RIPSTOP TROUSER



SS20 - RM17002R20S / MARS ANORAK



SS20
HORIZONS

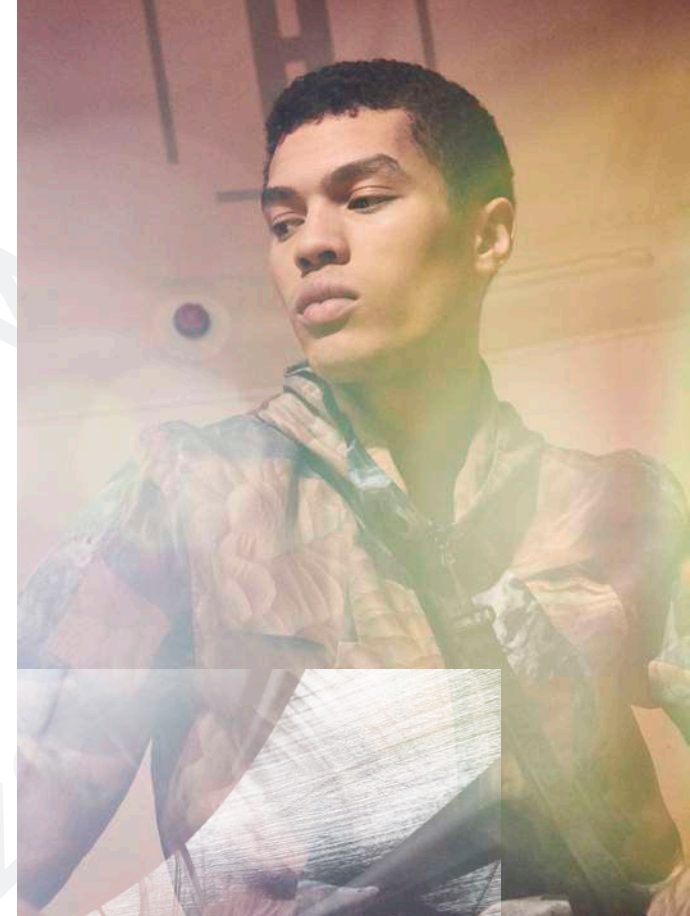
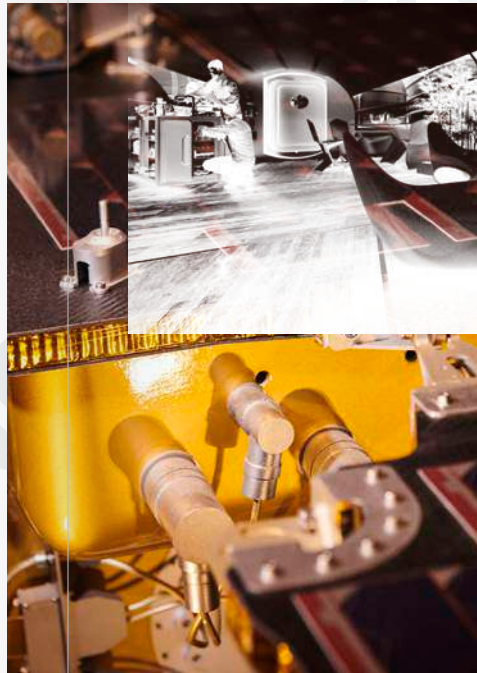


MARS HABITAT* BY HASSELL + EOC FOR NASA, FILM STILL

00:04:56



SS20-RW16003M20S / MARS MAC
SS20-RM42003M20S / GALLERY T-SHIRT
SS20-RW28001M20S / LAUNDERED TROUSER

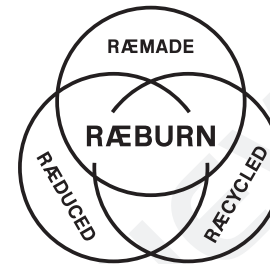


SS20-RM17002R20S / MARS ANORAK



SS20 - RW17001R20S / PARÆSUIT ANORAK
SS20 - RW21002R20S / PARÆSUIT SHORT

RESPONSIBLE DESIGN & INTEGRITY



RÆMADE

Paramount to the RÆBURN philosophy since 2001 is RÆMADE — reworking surplus materials, products and artefacts into completely new designs. Every RÆMADE piece is a limited edition, proudly cut and reconstructed in England.

RÆREDUCED

Designs developed at the RÆBURN Lab are considered for their impact on the environment. Whether reworking surplus materials, minimizing carbon footprint with local manufacturing, or simply producing smaller batches, waste can be RÆREDUCED.

RÆCYCLED

Seeking the most sustainable materials around the globe, and working with responsible manufacturing partners is key to the RÆBURN brand. Recycling pre-existing materials and harnessing green technologies is fundamental to the production process.

For information on booking appointments to view the collection, please contact:
sales@raeburndesign.co.uk
+44 (0)208 5109 689

For press enquiries, please contact:
press@raeburndesign.co.uk
+44 (0)208 5109 689

FOLLOW US

📱 @Raeburn_Design #RAEBURN

WORKSHOPS

The RÆBURN Lab in Hackney, London, is poignantly located in what used to be the Burberry archive and is increasingly used as a platform to host a wide variety of workshops from open studio days for the local community to more advanced workshops such as our popular #OFFCUTANIMALS workshops where attendees are invited to make their own animal using off-cuts from the atelier to create something completely unique.

TOURS

In a bid to celebrate the transparency of our unique business and inspire our growing community, we host a wide variety of tours of the RÆBURN Lab for the local neighbourhood, for universities and also for corporate businesses. Led by our talented team, the tours offer a chance for people to discover the extensive brand archive and RÆMADE atelier, and gain insight into how a successful responsible design company operates.

RETAIL LOCATIONS

The RÆBURN Lab is open to the public as an experimental retail store Wednesday to Sunday, 12–6pm; offering a chance for visitors to shop our collections whilst experiencing the craft first hand.

The RÆBURN Store in Carnaby, Central London, opened in September 2019. The space is formed and shaped using responsible materials with a vision to create a recycled and recyclable store. It houses our seasonal collections, collaborations and special items and serves as a creative hub to host a wide variety of events in the heart of Soho.

RÆBURN Lab

Studio 1, The Textile Building
29a Chatham Place, London E9 6FJ

RÆBURN Store

3 Newburgh Street
Carnaby, London W1F 7RE

PHOTOGRAPHY: Alastair Strong

Shot on location at The Design Museum
'Moving to Mars' exhibition
ART DIRECTION & GRAPHIC DESIGN:
Régis Tosetti & Simon Palmieri

MODELS

Charley Royall (The Squad) & Louis Griffiths (Select)

SPECIAL THANKS

HASSELL, London; The Design Museum, London



NEW HO

SS20

ONS HORIZO

www.raeburndesign.co.uk