

no. 1

Parker Press

Sense of Texture Collection



Spring / Summer 2020 Edition



SENSE OF TEXTURE

Spring / Summer 2020

Welcome to the first issue of Parker Press, our seasonal magazine to update you on all things Elizabeth Parker and showcase our new collection.

Introducing SS20's collection Sense of Texture. Texture involves two different senses; sight and touch and we have combined both to create this collection.

Adding to the traditional and creating sophisticated pieces which both blend in and stand out, it's the perfect collection for both the modern and traditional man.

This season also sees the introduction of our brand new heirloom coin cufflinks made with genuine Farthings and Sixpences - the perfect keepsake gift.

We'll show you exclusive behind the scenes look at our latest photoshoot, which sees our product being showcased by a group of great guys with unique looks. Showing you the versatility of Elizabeth Parker designs with any personality and style.

SENSE OF TEXTURE

'Texture affects the look of an accessory, influencing the appearance and enhancing the design'

Shan Burdett

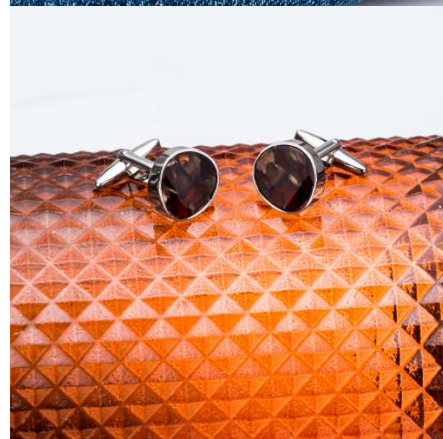
Texture involves two different senses; sight and touch. We have considered both of these to create our SS20 collection.

With smooth celluloid embedded with eye catching inconsistencies. Metals with tangible texture to feel and hold. A classic fabric combined with polished metal. This collection certainly embodies the concept.

Adding to the traditional and creating sophisticated pieces which both blend in and stand out it's the perfect collection for both the modern and traditional man.

The Elizabeth Parker design team have certainly injected the idea of texture into this collection.

What has been created pushes the boundaries of what we know as 'texture' by encouraging us to feel as well as study and observe. If you close your eyes, the collection feels just as exciting as it looks.





BARRELLED EDGE

Detailed Design

The Barrelled Edge family all have a narrow-bevelled surround which gives them a unique look from all aspects. With centres of Mother of Pearl, Onyx and turned metal, this collection provides a choice of finishing touches to choose from.

An amalgamation of contemporary design and classic detail this is a truly distinctive cufflink that all add personality and interest to any look.



SOLAR TEXTURE

Patterns and Inconsistencies

Taking inspiration from our incredible solar system. The solar textures collection features multifaceted materials in rich decadent colours to create patterns inspired by the diversity of colour and shades of the solar systems. The unusual concave shape of these cufflinks evokes the wonder of space and discovery. The patterns in the beautiful celluloids mirror the wonderful galaxies with inconsistencies that add depth and interest.

With three different colours to choose from, there's something that will suit everyone's personality and style.

Fiery Orange mixed with deep browns

with similarities to the surface of Mars and the Sun. This cufflink is the perfect choice for an ambitious man who knows what he wants.

Calm and understated Grey.

The serenity of this grey flecked celluloid evokes the atmosphere and clouds. A great choice for someone that needs to take a moment.

Deep Dark Blue.

The colour of Earth and Neptune. Neptune inspires us, making this the cufflink for someone that has to deal with challenges on a day to day basis.



AROUND THE WORLD

Renewed

We've given our popular best-seller a makeover for the new decade.

Around the World renewed sees a crisper design with a brighter blue enamel that will inspire him to book a flight and explore somewhere new.

THE REBEL TUXEDO

Casual meets Formal

For this seasons trend piece we have taken something from the fashion casual wear evergreens and adapted it for the men's formalwear market. Denim.

Our denim piece sees a fabric that we usually link to casual wear get a formal makeover.

This isn't the first time that its been given this new lease of life.

Bing Crosby was given a Denim Tuxedo by Levi Strauss after he was turned away at check-in from a Vancouver hotel for wearing jeans.



The perfect piece for a more casual formal event or to add a hint of rebellion to a very formal outfit.

We call it the
The Rebel Tuxedo Cufflink.



WHAT'S KNOT?

Classic Elegance

This season we have added some new pieces into our metal knot collection. These designs are not only classic but add that extra dimension. Knot style cufflinks are always popular because of their classic style and wearable design, they go with everything.

Introducing the all new double ended knot, this new style offers the wearer a choice of two designs in one cufflink. One end is impactful, featuring a mix of both smooth and textured metal to create an intricate design that feels attractive. Whilst the other smaller end lends itself to a more subtle look.

Available both in metal finish and a mixed colour finish.



THE GOGGLE EYE

In the Eye of the Beholder

Depending on how you look at this one, it can be an incredibly classic and beautifully monochrome cufflink or a humorous nod to a pair of goggly eyes.

With an Onyx centre and Mother of Pearl boarder, these stunning Cabachon cufflinks are a classic mix of our best-selling semi-precious stones, that create somewhat of an optical illusion.

A perfect pairing with a classic black suit or a comedic extra to a more flamboyant design.



HEIRLOOM COINS

A Genuine Statement

We've sourced genuine Farthings and Sixpences and embedded them in a handsome cufflink setting that can be treasured.

These cufflinks are bold and larger than the average, measuring in at 22mm and 23mm. To add interest each pair features both the head and tail of the coin.

DID YOU KNOW?

A Sixpence is seen as good luck for a Bride on her Wedding Day, the Father of the Bride should place a 'lucky' Sixpence in her shoe as a token of him wishing her prosperity, love and happiness in her marriage.

These cufflinks provide the perfect vessel for a groom to also carry some good luck up the aisle.

In Britain, it was tradition to add a sixpence into your christmas pudding mixture and whoever found it on Christmas Day would have good luck.

The Farthing features the Wren. During his reign, Edward VIII was keen to 'modernise' the coins and move away from a reverse bearing Britannia or the royal arms. Therefore the Farthing bore a Wren, the smallest British bird on the smallest British coin.



The Gents of 2020



elizabeth parker
— ENGLAND —

THE GENTS

On an usually hot day in September, we embarked on our latest Elizabeth Parker photoshoot.

Here we show you an exclusive behind the scenes look at our latest photoshoot, which sees our product being showcased by a group of great guys with unique looks. Showing you the versatility of Elizabeth Parker designs with any personality and style.

All of these images are available to our customers for marketing use. Please ask us for details.







Get The Look : Black Tie

Nothing says Elizabeth Parker more than a Black Tie event where formal wear comes into its own.

Black tie implies importance; award ceremonies, a milestone birthday party, a grand wedding or a prestigious ball. Some of these events will be reflected on as amongst the greatest memories of someone's life.

Every man should have a smart suit in his wardrobe along with the shirt and shoes that will complement the look and of course not forgetting the accessories.

Dress Studs add understated glamour to a dress shirt, pair them the matching cufflink and it's a formal match made in heaven. Elizabeth Parker have an array of Dress Stud sets and matching cufflinks that will suit every man and his sartorial needs.

Why not view our money clip and collar stay collection for that little something extra, to really make him feel like the man of the hour with a unique look.



"IT'S ALL IN THE DETAIL"

Getting to know our Head of Design, Shan Burdett.

What are your favourite Elizabeth Parker cufflinks?

I am asked this question a lot and it's a tricky one. We have clients and partners all over the world and each one has different tastes and styles. That aside there are several designs that work anywhere, and these are my favourites for that reason. Our Smooth O cufflinks are a very good example - polished curved edges which can be seen at numerous angles, with a brushed front; not too big not too small. Simplistic designs are the hardest yet most rewarding to design.

Do you enjoy designing cufflinks?

Yes, very much so! I don't think anyone can design non-stop though - taking time out is very important and helps me get inspired and create. There's nothing better than taking trips to new places before sitting down and looking at the season ahead.

As well as designing the Elizabeth Parker collection, I also design for clients that want their own bespoke collections. I love that first meeting when you discuss concepts and brain storm ideas.

How long does it take you to design a collection?

It's not a linear journey, so sometimes it can take a day others will take weeks. Without my team it would take a lot longer. My ideal is to discuss with my colleagues, friends and much appreciated husband - if others are excited, I'm excited.

Talking of inspiration, where do you get your inspiration?

Gosh, from everywhere. I visit flea markets and vintage stores, look at patterns in architecture and interior design, look ahead to what's going to be on trend in both men's and ladies fashion. I have in the past been inspired by my friends buttons on the back of her wedding gown and manhole cover designs after a visit to New York.

What do you do to relax?

It's important for me to leave the office behind once in a while - to get out there. Whether it is visiting new places with my family, to hitting the slopes with my friends or just enjoying a glass of wine outside our tent with a good book on a camping trip. Of an evening you will find me running, swimming or cycling as my 2020 challenge is to complete a Triathlon.

What do you think is the future for cufflinks?

A move away from novelty and a focus on sharp, classic designs that will stand the test of time. For me it's all in the detail.

BEST SELLERS



Blue Knot (AEPCB297)

A modern take on a classic shape, these traditional knot cufflinks are embellished with a striking Blue Enamel inlay.

Hexy Middle Onyx Rose Gold (AEPCL1040)

The new modern classic. Showcasing a popular mix of Black Onyx and Rose Gold. These round cufflinks are the definition of luxury and class.



Round Black Onyx (AEPCL2000)

These very stylish Black Onyx round cabochon cufflinks are perfect for any dinner party or special occasion.



Circle O Rose and Navy (AEPCL1095)

This intricate metal and enamel cufflink combines Midnight Navy colour with beautiful Rose Gold to create an alluring finishing touch.



Inside Out in Blue (AEPCL2740)

Packing a colourful punch, the magnificent hues of the Blue Celluloid are visible from all angles of these uniquely crafted, round metal plated cufflinks.



Heritage Check (AEPCL1075)

Introduce an air of heritage luxury to formal wear with this stunning quintessentially British metal cufflink. With this bold and distinctive mix of textures they are sure to create a magnificent statement.

