

MARTINE ROSE

SPRING / SUMMER 2021

In 2020, nothing is as straight-forward as it seems at first, and here to prove it is Martine Rose's latest collection – a subversive take on hyper-masculine notions appearing in sports uniforms and banker's suits. Always on the spectrum of exploration of silhouette and proportion, Martine Rose designs are all about playing with extremities in new ways. For SS21, the story is heading into a micro direction – traditional shapes are downsized, tight to a place where there's nothing to hide. Pulling in all the right places, the garments revisit familiar codes taken from both the brand's archive and our collective consciousness.

The key jacket silhouette for the season – a wrap-around shape with a matching tie belt, which appears across denim, leather, tailored and tracksuit pieces. And staying true to their original colourways, the jackets follow karate's traditional colourways of black and vivid blue. SS21 is also the right time to welcome back the micro football shorts which became a big hit when they debuted in SS17, as well as the signature bike shorts and leggings in new, punchy colourways. Football jerseys and polo shirts riff on the visual codes borrowed from the kits of your favourite teams, with emblems and logos paying homage to those seen on the original ones, filtered through the Martine Rose lens.

Football culture also pours into the tailoring as the traditional jersey patterns transform into striped jacquards in wool which cover classic boxy suit shapes. On the opposite side of the fit spectrum is a new chapter in the label's extensive design vernacular – a suit that appears shrunken and hugs the body in all the right places. Snug trousers with a low crotch are skimming the bum, while shirts and jacket pull to expose what's underneath – delicate, silky lingerie. Continuing his road of deviant, kinky dressing, the Martine Rose businessman is now wearing lace camisoles, garter belts and suspenders, as well as football socks which are actually stockings. Working with true undergarment manufacturers to develop these pieces, Martine Rose is slowly but surely taking over every category out there.

Martine Rose has used photographs from the 1970's underground gay scene of San Francisco which Martine herself sourced while collabing with rave historian Steve Terry. Denim twin sets come printed in psychedelic floral prints which take us back onto the dancefloor, just like the all-leather matching looks in acid yellow and black moc-croc textured leather, which include skirts and dresses for the growing number of the Martine Rose women out there.

The 'SEX' leather belt is carried over from the previous collections and is now available in bright colourways. An exciting addition to the offering are the bags – a miniature version of a classic sports bag made to be worn cross-body, and a body wallet with pinball pendants attached to the chain. Nothing is what it seems, but at Martine Rose, you know it's all great.

KEY STOCKIST LIST

EUROPE

LN-CC

MATCHESFASHION

MR. PORTER

KM20

MACHINE-A

GALLERIES LAFAYETTE CHAMPS ELYSÉES

PRINTEMPS

SLAM JAM

SELFRIDGES

ASIA

10 CORSO COMO SEOUL

BEAMS INTL. GALLERY

DOVER STREET MARKET BEIJING

DOVER STREET MARKET GINZA

GR8

U.S.

DOVER STREET MARKET LOS ANGELES

DOVER STREET MARKET NEW YORK

H LORENZO

NORDSTROM SPACE

SSENSE

BIOGRAPHY

Founded in 2007 as a men's shirting brand, Martine Rose draws its inspiration from the experiential tension between individualism and belonging; exploring the potential of clothing to serve as cultural signifiers. By exploring both personal and imagined histories, Martine Rose takes icons or motifs from the past and reimagines their use in the present — contexts are subverted, references collide, *and the result is what makes each collection feel 'offbeat', and yet so 'in tune'*. Volume, proportion, and fabrication are used in an equally dynamic way to blur the lines between the familiar and unconventional, questioning the former functionality or past popularity of certain aesthetics through their re-appropriation today.

Martine Rose is distributed worldwide, currently partnering with many of the leading retailers such as Barneys, Dover Street Market, SSENSE, Matches Fashion, KM20, Isetan, Nordstrom Space and Joyce. The British based designer has collaborated with several brands over the years, such as Balenciaga, Caterpillar, Timberland, Napapijri, Mykita and most recently, Nike.