

NAPAPIJRI MARTINE ROSE

FW20 PRESS RELEASE

This AW20, the Napapijri Martine Rose collection takes reference from its AW17 inception, offering a selection of oversized outdoors-wear inspired coats and fleeces. One of the key pieces is the classic Epoch, inspired by mountaineering; this coat has evolved from the inside out, featuring a series of augmentations. There are multiple versions of this coat, one includes inner straps so the coat can be carried with ease, another has an added fleece gilet for extra warmth and a tougher appearance due to the extra padding. An additional style note is an extra flap on one of the styles hoods, which comes from traditional military Parka jackets.

The Epochs new design features lead nicely onto a new coat for this season, the Parka jacket. In contrast to the tough military-like fabric traditionally used in the style, we've used custom branded Napapijri Martine Rose jacquard Cordura fabric. One has been realised in Napapijri's innovative superlight weight fabric, giving the parka a whole new dimension. An earthy colour palette including red clay and mushroom white has been used to stay true to Napapijri's mountaineering history, something you can see throughout the collection with contrasting neon piping and artwork.

The inspiration for the collection came from 1990's Hip hop artists who truly made sportswear luxurious, velour baggy tracksuits play a key role in keeping this version of laid back luxury running throughout the collection. This is aided by the use of regal looking graphics inspired by Italian designer brands and unmistakable Hip hop album covers from the likes of Outkast. The colour palette used is deep and earthy, relating to the more opulent elements of the referenced album artworks.

To celebrate the brand's history, Martine Rose Studios developed a series of hand drawn traditional Scandinavian masks, used as part of the overall design and created as a Jacquard print in curly fleece. The idea for the print came from Napapijri's history and their iconic Norwegian flag logo.

KEY STOCKIST LIST

SMETS

SSENSE

LN-CC

SLAMJAM

HYPEBEAST

DMOP

ASSEMBLE

GR8

BIOGRAPHY

Napapijri brand partnered with London menswear designer Martine Rose to create an exclusive collection that takes inspiration from the 90's fusion of high end fashion and streetwear, a period with a heavy focus on outerwear in which urban youth took high end fashion from the catwalk and made it their own.

Napapijri's extensive archive and outerwear expertise allowed Martine Rose to choose individual iconic pieces that inspire her and merge them with the bold block colours from her research. Napapijri Martine Rose is currently showcasing the seventh collaborative collection.

About Martine Rose

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.

About Napapijri

Lifestyle brand Napapijri was founded in 1987 and immediately stood out but combining innovative materials with a unique style, resulting in a new take on outdoor apparel that brought to life the now iconic Skidoo and Rainforest pullover anoraks.