

A. A .SPECTRUM

SS21 PRESS RELEASE

SS21 COLLAGE TERRA HOMAGE

2020 saw the world shaken to its core with a once in a century pandemic event, challenging our way of life to which we have been accustomed and grown comfortably into for the last sixty years. Consumerism had nearly reached all parts of the worlds and has come to a grinding halt during the first half of 2020. Now, more than ever, we must challenge and review our way of life and create a new vision that include sustainable growth and radical reassessment over every human activity on planet earth. We must rebel intelligently against the status quo and embrace new lifestyles that will help our planet and ecosystem heal. The symbol of this rebellion is the flag made out of old discarded garments to epitomise the fact that we consume way too much clothes.

The fashion world cannot carry on as it has done with mass consumption of cheap throw away garments that damage the environment. This season A. A. Spectrum uses as many up-cycled materials as possible and applies them in a plethora of creative collages using scraps and leftover fabrics. We also want to create apparel that is more timeless and less fad driven. This season we have a new minimal core category that endeavours to make styles that will last long and become classics which can be worn over many seasons. Our silhouette and design details are inspired by recent travel to Myanmar. In Yangon the capital city, we were fascinated by how locals were able to make do with very little, using many natural and biodegradable elements for everyday items. In the local market, street sellers made bale bags by hand stitching together scraps of recycled materials. Locally made workwear apparel also caught our eyes with loud nylon braided strap vests full of utility pockets. During our visit to the famous Shwedagon Pagoda, we couldn't stop looking at monks and their intricate robes, which are casually gathered on the shoulder to form voluminous draping.

Taking all these influences in account, this season's collection is divided into 4 creative strands; Collage - Pieces from shirts to Parka and T shirts are assembled from various materials and or colours. Core - Pieces that should last over the seasons with core minimal details and fad proof styling. Flags & 'chutes - Pieces inspired by this season's symbol the rags flags rebelling against over consumption of garments. Modular - Pieces with modular elements that become separate bags or harnesses

KEY STOCKIST LIST

ONLINE - SSENSE

MARSEILLE - ALPHA EXPERIENCE/ CORNER STREET

MOSCOW – TRAFFIC

SEOUL - ADDICTED

NO CLAIM / THE COMPASS

TOKYO - ROYAL FLASH

BUNKER TOKYO

OSAKA - PUBLIC

MIYAGI – STIRWISE

SHANGHAI - RESEE

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BIOGRAPHY

A.A.Spectrum is a cross-cultural collaboration. Our first collection was launched in Beijing Autumn 2016. We aim to create a tribe not an army - a spectrum with room for diversity.

We are highly skilled in functional-wear and performance fabrics. We run our own production. All the down used in our jackets and coats is RDS (Responsible Down Standard) certified. RDS monitors the entire down production to harvest process. The other type of filling we use is the 3M™ Thinsulate™ Insulation, which is known for its ultra-lightness and superior heat retention. This type of filling lasts for a very longtime and hence environmentally friendly. All recycled fabrics used by us are GRS (Global Recycled Standard) certified. GRS have strict standards for supply chain traceability, social responsibility, ecological management, and chemical testing. We insist on creating fashion while reducing harm to the ecology and contributing to global sustainable development.

Constant reflection, curiosity and questioning is part of what drives our expression. We get inspired by keeping our eyes open and pushing our own standards. We embrace the diverse meetings that naturally happen when cultures meet. Our symbol references our mission as it is a simplified design of the character “Ren”, meaning “people”/ “Human”. Like our collections it is a timeless and elemental design, yet primeval and ultramodern. We strive to challenge the conventional use of performance fabrics. All patterns are created on mens measurements and mainly fitted on men, still we embrace any flavour of the spectrum and frequently fit on women too.