

# ARNAR MAR JONSSON

## SS21 PRESS RELEASE

### KEY STOCKIST LIST

#### EUROPE

BROWNS, UK

MATCHES, UK

SLAM JAM, ITALY

#### ASIA

ZEN SOURCE CLOTHING, JAPAN

MUKTA SAL, JAPAN

TOKYO SULLEN, JAPAN

RADD LOUNGE, JAPAN

#### USA/CANADA

SSSENSE, CANADA

A MA MANIERE, USA

ANNMS, CANADA

### BIOGRAPHY

Arnar Mar Jonsson specializes in transitional outerwear pieces designed for both nature and the urban environment. Based between London and Iceland, the brand works with performance oriented, sustainably sourced fabrics and a mix of sportswear inspired techniques contrasted with artisanal hand-dyed finishes. Strongly inspired by the transition between the culture and climate of Iceland and London, the brand explores themes of functionality and adaptability through a range of modular design details and innovative fabric combinations. A sense of relocation and transition is present within the materiality of the garments themselves; informing the merging of sportswear and utilitarian design details, garment 'codes' and ways of wearing which form the basis of the brand's innovative approach to cut and construction. Unique construction systems and approaches to fabrication form the basis of each collection. Contrast herringbone taped seam construction allows for garments to be fully reversible, with design details such as pockets and fastenings working bothways. Convertible zipper pockets allow for garments to be packed into a bag and easily carried when not being worn, and shirt collars can be transformed into hoods through the use of an integrated button system. This dual usage is key to the brand's approach to sustainability and longevity. Designing multiple uses into a single piece.

These techniques evolve over the course of several seasons, through a continual process of refinement with the brand's manufacturers and ongoing conversations between designer and wearer, pushing men's apparel into new, performance-oriented directions which reflect the needs of modern lifestyles. The brand was founded by Arnar Mar Jonsson and Luke Stevens, both graduates of the Royal College of Art's prestigious Menswear programme.