

JORDANLUCA

JORDANLUCA PRESENT SPRING SUMMER 2021

Jordan Bowen and Luca Martchetto found inspiration during the global lock down in Giacomo Leopardi's poem, L'Infinito; the themes of time and solitude resonated with what was happening in the world.

Leopardi references getting lost in solitude on a hill, endlessly reflecting on nature and the passage of time and after spending 3 months reflecting on mortality, life and solitude, JORDANLUCA transformed this disposition and affinity with Leopardi into their Spring Summer 2021 collection.

Using Covid-19 as a catalyst of constructive change, JORDANLUCA look into the future of fashion. Bowen and Marchetto build the narrative of their Spring Summer 2021 collection from time, nature and community: adapting bright, playful prints such as florals and tie-dye and pairing these with checked shorts and dark trousers

Reflecting a period where true craftsmanship is in danger of disappearing, JORDANLUCA worked with their London community of seamstresses, pattern cutters and highly skilled creators to support local and global communities.

KEY STOCKIST LIST

CORSO COMO - MILAN

DOBLE VISION - JAPAN

GALLERIA HANWA - SEOUL

HANSTYLE - SEOUL

H LORENZO - LOS ANGELES

L'ECLAIREUR - PARIS

NADJA - JAPAN

NUBIAN - TOKYO

ROMAN TROCHA - DUSSELDORF

MAISON SIMONS - CANADA

SPRMRKT - IBIZA

BIOGRAPHY

Jordan Bowen and Luca Marchetto's eponymous brand challenges the established norms of contemporary menswear.

Merging Italian heritage with the raw intensity of London, JORDANLUCA clash cultures, blurring the sartorial lines between work and pleasure. Neurotic research, meticulous design, and obsession with finish underpin their work, creating a new aesthetic vocabulary for a dynamic generation that doesn't like to play it safe.