

LIAM HODGES

SPRING / SUMMER 2021 - THIN ICE 001

Normality equals banality, frivolity.

Ultimately virality.

'Thin Ice 001' is the brand's first collection since lockdown. The world very nearly stopped turning. We should have taken stock of our position in the world and be looking forwards to a brighter future with necessary change in all aspects of life.

The formalities that we're used to, makes normality dangerous. In a time of isolation, the past is perilous. Liam Hodges Presents a collection building on the changes seen in AW20, mixing found artefacts and textiles with industrial printing and laser techniques. The collection is a move to distance ourselves from the archaic value chain and feedback loop of the industry.

We refined our material practices and looked to new ways of reducing our wastage, utilising vintage and repurposed materials to create up cycled and customisable pieces to inspire ingenuity and unspoken collaboration across nations during a time of isolation.

NORMAL IS DANGEROUS!

Working with vintage T-shirts as a point of study exploring how they can be re-used; an interrogation of normality. We need to throw out the rulebook, normal is a misadventure, a re-incarnated new world awaits.

CREDITS

Photography: Holly Rae Jones

Styling: Harry Lambert

Movement Direction: Ryan Chappell

Grooming: Eliot McQueen

Casting: Mischa Notcutt @ 11Casting

Moving Image Director: Ryan Chappell

Dop: Marc Pritchard

KEY STOCKIST LIST

BROWNS - LONDON

END - LONDON

WILDSTYLE - LOS ANGELES

GR8 - TOKYO

SSENSE - ONLINE / MONTREAL

BIOGRAPHY

Liam Hodges is a luxury streetwear brand for those who forsake conformity each and every day. Founded by Liam Hodges in 2013, the eponymous brand is built on the concept of serving a generation born online in their own definition of the aspirational and successful; a generation empowered by knowledge and self-awareness in a virtual contemporary narrative. Based out of Silvertown, London, signature Liam Hodges fuses influences from modern subcultures and postmodernism with innovative streetwear designs that combine patch-working with wide silhouettes and a strong graphic language.

British born, London based designer Liam Hodges began his career at London's Royal College of Art under the tutelage of seminal stylist Simon Foxton. Debuting for Fashion East in 2014, Liam quickly gained notoriety for his signature rugged workwear and playful sportswear as well as gaining sponsorship from the prestigious TOPMAN backed MAN for three seasons, and then followed by The British Fashion Council through its NEWGEN scheme.