

PER GÖTESSON

SPRING / SUMMER 2021 “FOR LILLIE”

Per Götesson's spring/summer 2021 collection celebrates a lifetime commitment to beauty. “For Lillie” pays tribute to his grandmother, who passed earlier this year, and everything she taught Per about craft, hard work and the eye. The result is a deeply personal collection, revisiting loved silhouettes and suggesting subversive new propositions.

“My grandma was a garment factory worker who has a specific appreciation of what's beautiful. The way she lived her life, how she appreciated craft, her taste and how she combined things has all informed this collection,” says Per Götesson.

When Per was designing SS21, a key phrase was “working class princess”. It's that combination of humility and flair that runs through all of Per's work, using repurposed fabrics and craft techniques to create work of elegance and enlightened masculinity.

Per has played with what are usually seen as womenswear styles, such as a knee-length zippered denim coat that's essentially a dress, or a portrait-neck zippered cardigan with capped sleeves, finished with custom costume jewellery broaches made from watch bracelets. Per was thinking about “boyfriend shirts” and “boyfriend jeans”: he wanted to make womenswear for the man's body.

Lace doilies have been repurposed and turned into a vest and long-sleeve top. Meanwhile, a lace bodice is laced at both the front and back, subverting the idea of provocation, what is seen and what is revealed.

Denim is a material used both for uniform and experimentation. A broad double-breasted denim blazer has an assured ease, with a single deck of signature engraved buttons. Relaxed fit denim jeans are decorated at the ankle with repurposed metal trinkets. Indigo and khaki denim jackets are spliced and merged into one. Per also revisits some denim cuts, such as the jeans with two lengths of leg on each side, or the jersey pants with panels of repurposed denim.

Then there's the fresh investigations into denim: for the new season, Per is suggesting a slouchy denim shorts that sit flat at the crotch, before extravagantly gathering towards the knee. It's a piece with tension, from flush to caught in motion, yet also relaxed.

There's an ease about the whole collection, like a long, draped acid-dyed T-shirt that's ruched at the neck, or a white T-shirt with a slashed opening at the side. For the first time, Per has made a logo T, using as an insignia the rope tattoo found on his left forearm.

Jewellery throughout is made by Per's partner Husam El Odeh, including a crown made from a chandelier like the one found in Per's grandma's home. When Per took Husam to visit his grandma in Sweden, Husam asked about the paintings on her wall. She said, “We worked hard all our lives, and now we have all of these beautiful things.”

KEY STOCKIST LIST

MACHINE A

BOON THE SHOP

H LORENZO

GR8

ZEN SOURCE JAPAN

JOYCE

BIOGRAPHY

Per Götesson, originally from Småland, Sweden graduated from Beckmans College of Design, Stockholm in 2013. He went on to work as womenswear designer at Cheap Monday. In 2014 he relocated to London to complete his MA in Menswear at the Royal College of Art. During his final year he was chosen by Lulu Kennedy MBE to be given the opportunity to launch his brand under the umbrella of Fashion East in 2016. He graduated from Fashion East after three successful seasons. He subsequently presented his first stand-alone presentation on schedule at Machine A. The AW18 collection pioneered the presentation format, by linking it directly to the retail space. In June 2018 Per Götesson was awarded the prestigious New Gen catwalk bursary by the British Fashion Council.

Per was named "Swedish Fashion talent of the year" by the Swedish Fashion Council in 2018.

Commercial projects include work with Nick Knight and Absolut Vodka. His shows and collections have been extensively covered by high profile media, including Vogue Runway, Vogue UK, Dazed and ID.

NOTIONS OF MODERN MASCULINITY

Per Götesson reimagines modern menswear in an inclusive and diverse way, that uses a creative approach to navigating masculinity. Exploration, Identity and Belonging are key narratives. The brand stands for a non-aggressive masculinity, connecting with a new generation that desires unique products, challenging mass production with a contemporary vision. Incorporating traditional crafts techniques, whilst including emerging digital technologies, appreciating history whilst looking to the future. the brand is rooted at the heart of London's diverse creative community, operating at the forefront of the international menswear landscape.