

htown IS THE NEW MENSWEAR RETAIL SPACE DEDICATED TO EXCLUSIVE, CULT PRODUCT

Founded by Harry Fisher back in 2018, **htown** is a 360° agency that helps develop and support emerging brands on the commercial side of their businesses and plays a connecting role between the buyer and the designer. This September, Fisher is bringing together the agency's mission with his past experience as a buyer and launching a store of his own. Sitting at 12-18 Hoxton Street in the heart of London's East End, htown is a new menswear retail destination focused on curating concise and exclusive capsules of designs courtesy of some of the most exciting labels out there, including Martine Rose, Y/Project, Mowalola, Ahluwalia, Saul Nash and more.

Opening September 21st, the store will launch with Martine Rose and Y/Project as the two hero brands, each of them selling a unique product only available at htown. For Rose, it's a signature hoodie with a circular R pattern lasered across and – for the first time – a large logo in red on both the front and the back. You can also shop for a Y/Project hoodie featuring an image from the brand's archive, specifically chosen by the brand's creative director Glenn Martens.

In addition to the two pieces, htown will be stocked with a succinct total of 60 styles by 8 emerging names, half of which are exclusive to the store. "We're investing into styles we believe in with higher units, rather than all the styles and low units which makes our buys much better for the brands," says Fisher. Pieces from Ahluwalia, Mowalola, Saul Nash, AGR Knit, Eastwood Danso and Spencer Badu will all be available at the store, as well as New Found Form, the exciting venture of Jordan Vickers and Josh Barnes, and a new merch outing by music project Baad News which will be sold in support of Black Lives Matter.

A big element of htown is the importance of having a positive impact on both the society and the environment. As part of an ongoing dedication to charitable projects, the store is opening with a collaboration with young American photographer Drew Brown. While two of his photographs from the BLM protests will be blown up and hung as part of the gallery space and in the store window, htown will also be selling Brown's *My Execution Might Be Televised* zine which reflects on police brutality in the US.

When it comes to the design of the store, Fisher worked with Christopher Melgram who ensured the space has sustainability at its core. While the majority of the worktops are made in Durat, a 100% recyclable material which is also created out of recycled post-industrial plastics, all of the wood materials used are certified by the Forestry Commissions as sustainable, while the eco-friendly lighting was provided by British studios TALA and GDS. Through the design process of the space, there was a big focus on minimising the carbon footprint as the majority of the elements in the store were made and sourced in the UK. The packaging for both in-store and online purchases is recycled, recyclable and biodegradable. And while the store will mostly be open at the beginning of the season and throughout the year for special activations, the htown e-tail destination will remain open 24/7.

In celebration of the launch, Fisher collaborated with photographer Britt Lloyd, stylist Kate Iorga, and casting director Troy Fearn of Troy Casting, who was in charge of both the casting and the creative director for the visual campaign which will appear in an interactive, shoppable format at htown.co.uk.

***htown** is opening September 21st at 12-18 Hoxton Street, London, N1 6NG.*