

# PARC

## SERIES 3 – AUTO-PORTER

In their third season, parc present their latest collection which hones the brands' unique 'optimistic casual' aesthetic established in Series 1 and 2. Series 3 subverts the traditionally masculine trope of automotive obsession and nineties English casuals into a collection of garments which are ambiguous, nonchalant and effortless.

The second time showing through the BFC's 'Digital LFW' platform as well as the parc digital channels, Series 3's automotive references are taken from sources as polished and slick as Italian Pininfarina as well as the more deconstructed work of artists including Alexandra Bircken and Sam Lewitt.

Sportswear is the foundation of the series, but alongside windbreakers and jerseys in waterproof nylons and synthetics are pieces in silver lurex and tactile cotton/linen mixes. parc jeans take a more environmentally conscious approach with cotton drill block-printed to resemble stonewash denim without any of the traditionally-harmful denim processes. The metamorphosis of pre-existing parc garments and fabrications into new, fresh styles is achieved through re-purposing, re-cutting and printing. The evolution from one parc series to another is less of a totally new start, and more of an organic development that takes base elements of the previous series and introduces new styles and details.

This series also extends the parc 'family' of collaborators. Alongside print designer and regular contributor James Millar, whose signature lozenge print appears on t-shirts and matchy-matchy jogging suits offering the now signature parc pieceby-piece aesthetic; embroidery designer Jodie Ruffle applies tonal mélanges of hand-cut latex sequins, gunmetal Japanese miyuki beads and deconstructed satin stitches. The resulting appliqués are as subtly captivating as they are multi-layered.

Series 3 also introduces a new jewellery collaboration with designer Carol Wiseman with a concise collection of pieces in plated gold and sterling silver in subculture-inspired silhouettes. Domestically-manufactured belcher and curb chains with pieces cast from recycled metals and materials using traditional, artisanal techniques. Faceted neon-enamel edged pendants evoke luxury automotive badges and retro-reflective road markings and have been created using techniques historically associated with automotive manufacture. The resulting pieces include sovereign silhouette rings, knuckle dusters, ID bracelets and pendant chains which are simultaneously nostalgic and contemporary.

The final collaborator in this series, photographer Martin Zahringer captures the nostalgic 90's tone and automotive inspirations, shooting on location on medium format film to produce a collection of images evoking a quintessentially British romance and optimism of youth.

## KEY STOCKIST LIST

DIRECT TO CONSUMER – PARCLONDON.COM

## BIOGRAPHY

parc menswear co-founders Paul Rawson and Anthony Campbell first crossed paths on the MA Fashion Course at Central St. Martins in 2005 under the tutelage of industry legend Louise Wilson OBE. Their following years were spent accruing a design and styling clientele of some of the most prominent names in British fashion and the arts including Richard Nicoll x Linder Sterling, Martine Rose and Bodymap for Michael Clark. The pair have also nurtured and supported hundreds of fashion students as course leaders of institutions including Westminster University and the London College of Fashion.

parc was conceived in 2017 when the designers were invited to exhibit as part of the Queer Art(ists) Now exhibition at renowned hub for emerging artists and designers, the Archive Gallery, east London. Their masculinity-querying series of multimedia artworks focused around crystal-encrusted jockstraps (worn by post punk band HM Ltd in their music video for Pictures of You) organically became the prelude to the inaugural parc menswear collection. Series 2 continued the music industry love affair with parc, dressing rising stars Arlo Parks and 220Kid. To date the brand has worked with artisans and accessories and textile designers including James Millar, Rarethread, Noel Stewart, Jodie Ruffle and Carol Wiseman. As a collective, they developed and produced the rich fabrications, embellishments and accessories that rapidly established the parc aesthetic.