



Alex Mullins launches debut collection at London Collections: Men AW14

London Collections: Men AW14 sees the launch of Alex Mullins' debut collection as part of the British Fashion Council's NEWGEN 'Ones to Watch' initiative.

In this 32-piece collection Mullins creates a graphic world that draws upon the masculinity of the Wild West Rodeo; hardwearing, practical workwear clothing is reinvented, by treating them as a wearable canvas. Large-scale paintings are spliced and reworked to create unique abstract printed pieces.

Mullins transforms functional clothing using deep indigo denims, vivid sand-washed silks, velvets, and panelled melton wool coats in rust and ochre. With the fluidity of Indian inks he adds curious Cocteau-esque characters that peer from the garments, toying with proportion and portraying his vision of the Wild West.

Mullins says "I've had an ongoing fascination with the romance and adventure of the Wild West, the cowboy sense of style, as well as the ancient and modern history of the Americas. What would a modern day cowboy wear if he was in London? How would he adapt? The narrative for this season began with this character being transported to London in 1974, and understanding his relationship with the city, as he makes ends meet as a struggling outsider artist."

Biography

Alex Mullins was educated at Central Saint Martins, where he was runner up in the L'Oreal Professional Young Designer of the Year Award. He then went on to complete the MA (Menswear) at the Royal College of Art. While at the RCA he was awarded a full scholarship with Copenhagen Fur, and was nominated for the Dazed and Confused/Casio G-Shock 'Spirit of Toughness' award. After working for Alexander McQueen, Diane von Furstenberg, Jeremy Scott, Kanye West and Dirk Bikkembergs, Mullins set up his brand in spring 2013.

Images

Link to press images: <http://bit.ly/JUOPo0>

Link to digital lookbook: <http://bit.ly/KrDdcx>

Image credits

Styling – Melissa Thompson; Photography – Brendan Baker & Daniel Evans;

Model – Jake L at Tomorrow Is Another Day

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Showroom

London Collections: Men
Designer Showroom RTW

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09:00 - 19:00