

# DECEMBER.

## LIAM HODGES BIOGRAPHY

Originally a Kent boy, Liam Hodges graduated from the RCA, having left their heads ringing with prancing morris men. Liam was eyeballed by Lulu Kennedy in advance of his (lauded) final show and put onto the Fashion East programme for SS14.

As a brand Liam Hodges is interested in an expressive, polysyllabic masculinity. It's about creating a new-luxury brand that doesn't just cater to the high-borns. It's for people who live for the week, not the weekend - by which we mean men who don't drive volvos.

Liam Hodges presented his debut SS14 collection, fusing aspects of punk, hip-hop, guerrilla militias and balls out folk dancing for the Fashion East installations. Sticking with the big, garish shapes and hard wearing workwear detailing communicated through a strong graphic language presented on signature oversized t-shirts and knitwear.

For AW14 Liam developed his signature aesthetic with 'Druid Road' as part of the prestigious Fashion East showcase. Most importantly, AW14 itself is all about big shapes and hard workwear silhouettes, the result of Liam's interest in creating for himself some future classics. Less flouncy avant-garde and more functional and wearable, the collection's a result of Liam setting his own rules for defining the spirit of the thing. The collection's chock full of Gorilla tape, chosen specifically because it's tough as leather and looks good. Having traipsed an organic path from druids to roadies, if this collection proves anything it's that one thing leads squarely to another.

Liam Hodges has won the support of titles including; AnOther Man, Dazed & Confused, i-D, Hunger, VICE, and Fucking Young! to name a few, and his designs have been worn by Drake. His eponymous line is available at PRIMITIVE London and GR8 in Tokyo.

Now in his third season Liam Hodges will present his SS15 collection and catwalk debut as part of TOPMAN and Fashion East's leading designer support scheme MAN, alongside Bobby Abley and Nicomede Talavera. Established in 2005, MAN continues to champion and launch the brightest emerging designers in an un-missable group catwalk show.

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