



Edward Crutchley returns to London Collections: Men with his eponymous Spring / Summer 2016 collection. The third collection from this breakthrough mens designer brand continues to redefine true luxury within contemporary menswear through concise design, textile innovations and a pioneering approach within this field.

Building on industry leading experience as a consultant to, amongst others, Louis Vuitton Homme, his work gracefully rides the line between new sportswear and the international standard for luxury. An innate knowledge of artisanal textile techniques from around the globe and the importance of preserving and developing the infinite variety of beautifully crafted materials in the face of a market increasingly turning to volume production and standardisation sets his brand apart from the crowd.

Edward Crutchley's signature patterned hand writing remains a key theme throughout the collection following on from his seasonally defining Autumn / Winter 2015, this season serving as an accent to his expertly curated range of suitings and and colour blocked cottons. Key pieces including a range shirts in contrasted volumes, an exclusive and beautifully impactful print on silk, wrapped and draped trousers paired with hi tech jacquard knitwear.

A dedicated discipline of his alma mater, Central Saint Martins' "research, research, research" philosophy, his clothes are grounded in tradition by a true respect and rethinking of craftsmanship and materials. This design approach underpins the Edward Crutchley brand in a world where looking to the past as a way to re-fashion the future is increasingly overlooked.

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