



CHARLES JEFFREY
LOVERBOY
AUTUMN/WINTER 2016

Charles Jeffrey is a 25 year-old Scottish-born, London-based fashion designer, illustrator and MA menswear graduate of Central Saint Martins.

Last season, as part of Fashion East's Menswear Installations Jeffrey transported his club LOVERBOY from the east London hotspot VF Dalston to the front room at the ICA. If you're looking for the line between his collection and his party, don't: it arrives wholly and you need to go with it, a universe and a cast of characters too fabulous to explain.

Jeffrey's love of tailoring – his previous outing showcased pieces made on Savile Row – permeates the line-up, which encourages the classic, the twisted and the out-of-control to coexist in harmony. It's about the geeks AND the show-offs. Both at once? Even better.

A found black and white photograph has inspired this season's signature 'drunk' tailoring, which recreates the effect of being slumped in a buttoned-up jacket. A cord 'nervous' jacket gives the effect of the scrunched and puckered through its meticulous darting. Shirts have French cuffs, designed to be rolled and bunched without cufflinks. These clothes have mannerism and behaviour built in.

Jeffrey is making a strong case for his own proportions, too. The key silhouette features broader shoulders, bell sleeves and is cropped with a high waist.

Winning 'Graduate of the Year' at 2015's Scottish Fashion Awards, there are nods to his Scottish roots in the collection, with cashmere from Begg & Co and his signature Aran knits, disrupted with electric-tape artwork. Jeffrey's iconoclastic jeans are cut from huge abstract paintings and linings in the collection are printed, so there is as much energy on the inside.

Collaboration is a strong part of the LOVERBOY ethos and one-of-a-kind accessories have been created by Jack Appleyard, using found/taken materials. A series of showstopping work-of-art bags are joined by run-over tiara chokers and culled video tape (the VHS sacrificed was 'Angela's Ashes').

Set designer Gary Card has worked with Jeffrey to create a huge, moving environment of LOVERBOY totems such as the firefox, hand and face, contributing to the sense of performance.

Think about being free in the moment when you're ready to go out – and imagine that all the time.

Sales: LONDON Showrooms PARIS AW16
Friday 22nd - Tuesday 26th January 2016 10am – 8pm daily
Le Loft (Off Rue Saint Antoine 28), 3 Cour Berard, Paris 75004 (4ÈME)

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Set Design

Gary Card
Assistants: Andy Flett,
Lydia Chan and Aiden Zamiri

Shoes

New Rock and Hudson

Bags

Jack Appleyard

Belts

Cope & Vale

Fabric

Begg & Co and H.E. Box

Underwear

Sunspel

Button Holes

DM Buttons

Additional Support

Hartmann Media

Styling

Charles Jeffrey

Casting

Madeleine Østlie
AAMO Casting @ CLM
Assistants: Billie Turnbull
and Najia Lisaad

Makeup

Lucy Bridge @ Streeters and the
M·A·C PRO team

Hair Concepts

Led by John Vial for
Schwarzkopf Professional
UK assisted by the UK
ambassadorial team.

Hair Colour

Annie Humphries
Nicola Clarke and Tracy Hayes

Fay Turner and the Colour
Collaborations Council

Music

Larry B

Words

Dean Mayo Davies

Head of Studio & Tailor

Sybil Rouge

Pattern Cutter

Naomi Ingleby

PA

Arnis Koleda

Interns

Halina Edwards • Christopher
Bainbridge • Jude • Nelma Soi
William Farr • Cecile Tulkens
Alexandre Simeos • Eilidh Duffy
Kate Zelentsova • Joe Dunahoe
• Leann Huang • Harry Freegart
Jack Powers • CGVP • Stefan
Schwartzman • Vincent de
Talleyrand Perigord

SPECIAL THANKS TO

TOPMAN, MAN Panel, Fashion East, big love to Lulu & Natasha. Alister Mackie, Tessa Hartmann, Ann Ryley, Dean Mayo Davies, Ally Capellino, Kate Lovat, Susanne at H.E Box, Starworks, FAMILY, the fashion print room and staff at Central Saint Martins. Lyall Hakaraia for the beautiful gown and everything else.

TOPMAN



B E G G & C O

EST. 1866
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