



FW22 LOOKBOOK

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SCAN ME



A.I X RENAISSANCE

ASHLEY LLOYD INT
PRESS RELEASE
FW22 COLLECTION

XX

ASHLEY LLOYD IS PLEASED TO ANNOUNCE THE LAUNCH OF HIS FW22 COLLECTION TITLED ‘A.I X RENAISSANCE.’ THE COLLECTION EXPLORES THE JAZZ ERA IN ALL ITS OPULENCE. IN SPECIFIC THE HARLEM RENAISSANCE WAS A TOPIC DEEPLY TOUCHED UPON ALONG WITH THE STORIES OF LOOKING INTO INFAMOUS MUSICIANS OF THE TIME BILLIE HOLIDAY, ELLA FITZGERALD DINAH WASHINGTON ALONG WITH MANY OTHERS. ANOTHER INSPIRATION CAME FROM BLACK WALL STREET AND THE SIGNIFICANCE WITHIN HISTORY AND THE BLACK COMMUNITY. THESE TOPICS IDENTIFIED THE MEDIUMS AND TEXTURES DISPLAYED THROUGHOUT THE ENTIRE COLLECTION. WITH A RICH OPULENT TONE OF BLACKS, GUN METAL GREY AND CARAMEL BROWN WITH SUBTLE POPS OF ROYAL BLUE AND TEAL. THE DECADENT ERA OF THE 1920’S TRANSFORMED ONTO THE STRUCTURAL, YET FORM FITTED SILHOUETTES WITH A VARIATION OF PLEATED ELEMENTS AND AN ARRAY OF PEARL EMBELLISHMENTS ENHANCING THE LAVISH AURA. LET’S JUST SAY FALL & WINTER IS GOING TO BE AN ICONIC ONE, ESPECIALLY IF ASHLEY LLOYD’S COLLECTION IS IN YOUR CLOSET.

THE LAST 12 MONTHS HAS BEEN AN EVENTFUL FOR SOUTH LONDON DESIGNER ASHLEY LLOYD. WITH THE RE-LAUNCH OF HIS WEBSITE AND ACCLAIMED COLLECTION ' WHY DO I FEEL OPPRESSED AS A BLACK GAY MAN' . DESIGNING FOR SEVERAL MUSIC VIDEOS, TOURS, AND TELEVISION PERFORMANCES, NOT TO MENTION PRINTED PUBLICATIONS. ALL OF THIS WHILST WORKING IN THE DESIGN TEAM AT GARETH PUGH AND MOVING INTO THE FINAL BA YEAR AT LCF, IT LOOKS AS THOUGH 2021 IS A YEAR TO REMEMBER FOR ASHLEY LLOYD. THE BRANDS ETHOS REMAINS THE SAME; CREATING ANIMAL FRIENDLY AND INCLUSIVE, PRODUCTS THAT WELCOMES ALL. THE BRANDS AESTHETIC IS ARCHITECTURAL, READY-TO-WEAR. STRUCTURAL SILHOUETTES ARE INSPIRED BY CITY ARCHITECTURE AND MY CARIBBEAN HERITAGE. THE SILHOUETTES DEPICT A STRONG, HARD SHELL WITH SYMMETRIC AND ASYMMETRIC LINES SIGNIFYING METAL, BRICK AND GLASS WORK DETAILING EXAGGERATED SHOULDERS, 3D PANELLING, FABRIC MANIPULATION ALONG WITH EMBELLISHMENTS PLAY A VITAL PART IN ENHANCING THE LOOK AND STYLE OF EACH COLLECTION TO GIVE A LUXURY FEEL TO THE HARD EDGY EXTERIOR OF THE GARMENTS. DARK RICH INTONATIONS ARE APPLIED TO THE COLOUR PALETTE WITH ELEMENTS OF MUTED TONES ACTING AS PALETTE CLEANSER THROUGHOUT.

ASHLEY LLOYD IS ALL ABOUT EMPOWERING WOMEN AND IN-LIGHTING THEIR INNER SUPERHERO. ASHLEY LLOYD HAS STATED HIMSELF THAT HIS CREATIVITY CAME FROM HUMBLE BEGINNINGS, GROWING UP IN A SINGLE PARENT HOUSEHOLD, SEEING HIS MOTHER WORK ENDLESSLY TO PROVIDE. THIS STRENGTH HIS MOTHER OBTAINED WAS ASHLEY'S FUEL TO LIGHT THE WORLD ON FIRE WITH CREATIONS THAT PORTRAYED THIS ULTIMATE STRENGTH. ASHLEY LLOYD SAID ' MY PIECES ARE LIKE ARMOUR; THEY GIVE WOMEN A PROTECTIVE LAYER TO FIGHT AGAINST ANY BATTLE THEY MAY FACE ON THEIR DAILY JOURNEY. WOMEN HAVE TO WORK TWICE AS HARD AS MEN ESPECIALLY IN A WORLD WHICH ONLY RECOGNIZES THE MAN. I WANTED TO PROVIDE ALL WOMEN THE COMFORT AND STRENGTH TO GET THROUGH ANY OBSTACLES, LOOKING CHIC AND ELEGANT WHILST DOING SO.



PLEATED ORGANZA TURTLE NECK DRESS £ 1,141.98
NUDE PLEATED ORGANZA



STRUCTURED VEGAN FUR & SUEDE COAT £ 2,243.88
VEGAN FUR, VEGAN SUEDE WITH GOLD METAL BUTTONS AND
CLASPS





DEEP V DOUBLE KNIT OVERLOCK JERSEY BUTTON DRESS £915.43
DOUBLE KNIT OVERLOCK JERSEY, COTTON BUTTONS



STRUCTURED FAUX SUEDE TRENCH COAT £1,184.37
FAUX SUEDE, GLASS DIAMOND BUTTONS





OPEN VENT CUFF SHIRT £550.55
COTTON JACQUARD BURNOUT, MUSHROOM COTTON BUTTONS



SWEETHEART BODICE CORSET £964.43
COTTON JACQUARD BURNOUT

HIGH WAIST PLEATED ORGANZA WIDE LEG TROUSER £1,022.93
PLEATED ORGANZA



OVERSIZED ANGULAR EMBELLISHED COAT £7858.75
VEGAN QUILTED LEATHER, PEARL EMBELLISHMENTS





STRUCTURED DEEP NECK LINE JUMPSUIT £1123.38
PLEATED GEORGETTE



OPEN VENT CUFF SHIRT £527.45
COTTON JACQUARD BURNOUT, MUSHROOM COTTON BUTTONS



ANGULAR EMBELLISHED CORSET £4,248.23
VEGAN QUILTED LEATHER, PEARL EMBELLISHMENTS



PLEATED ORGANZA SKIRT £806.55
PLEATED ORGANZA



STRUCTURED JERSEY KNIT JUMPER £552.10
JERSEY KNIT, KNIT RIBBING



VEGAN FUR BOA £613.95
VEGAN FUR



3D STRUCTURED EMBELLISHED PANEL SKIRT £5,618.63
VEGAN QUILTED LEATHER, PEARL EMBELLISHMENTS





CROSS STRAP DRESS £999.05
PLEATED GEORGETTE





STRUCTURED DEEP NECK LINE TOP £746.85
PLEATED ORGANZA



HIGH WAISTED EMBELLISHED FLARED TROUSER £ £7375.78
VEGAN QUILTED LEATHER, PEARL EMBELLISHMENTS





TURTLE NECK DOUBLE KNIT OVERLOCK JERSEY DRESS
£931.30



OPEN PANEL PEPLUM COAT £6,019.70
VEGAN QUILTED LEATHER, VEGAN FUR, PEARL EMBELLISHMENTS

ARTIST STATEMENT

A.I X RENAISSANCE

MY COLLECTION EXPLORES THE LAVISH AND LUXURIOUS ERA OF THE LATE 1920'S-1930'S. SHOWCASING FOCAL POINTS FROM LEGENDARY SUPERSTARS TO PIVOTAL MOMENTS IN TIME WITHIN THE BLACK COMMUNITY, WITH A GRANDIOSE NOD TO THE JAZZ AGE. THE COLLECTION EXUDES WEARABLE HIGH FASHION PIECES WHILST IMPLEMENTING SEVERAL CONCEPTUAL ITEMS KEEPING WITH THE BRANDS AESTHETIC. WITH A VARIETY OF OVER 24 PIECES FROM 3D STRUCTURED SKIRTS, FITTED LINEAR DRESSES, TEXTURED COATS, AND DEEP V NECK LINES. THE COLLECTION SEE'S MATERIALS SUCH AS VEGAN SUEDES AND FURS, PLEATED ORGANZA, DOUBLE KNIT OVERLOCK JERSEY, PLEATED GEORGETTE AND VEGAN LEATHER APPLIED TO A BOXY, ANGULAR SILHOUETTE WITH DELICATE FEMININE NOTES INCLUDING PEARL EMBELLISHMENTS. BEING GREATLY INSPIRED BY THE HARLEM RENAISSANCE, I WANTED TO EXPRESS THE TALES WHICH HAVE BEEN LOST WITHIN HISTORY BOOKS OR HAVE SIMPLY BECOME AN URBAN LEGEND. THE STORIES WHICH SHOWCASE OUR ABILITIES; TO BE MOVIE STARS, MUSICIANS, DOCTORS, LAWYERS, BUSINESS OWNERS HOLDING THE TITLE FOR BEING THE BEST WITHIN OUR FIELD. TO THIS DAY WE CONTINUE TO BREAK BARRIERS, SET TRENDS, OVERALL ACHIEVING SUCCESS DESPITE RACIAL DISCRIMINATION AND OPPRESSION STILL EXISTING. BLACK EXCELLENCE AND THE POWER WE HAVE, TO CREATE A CAPTIVATING EXUBERANT WORLD EVEN IN MOMENTS OF DARKNESS, WAS VERY PREVALENT DURING THAT TIME. IT SHOWED JUST HOW FEARLESS, BOLD, RESOURCEFUL, AND INFLUENTIAL WE ARE; CONSIDERING THIS ERA WHERE SEGREGATION AND BRUTAL SYSTEMATIC RACISM WAS SO APPARENT. IT BECAME INCREASINGLY HARD TO IGNORE THE FACT; THAT BLACK PEOPLE WERE THRIVING DESPITE THE ODDS, CREATING A WORLD UNLIKE NO OTHER. CITIES AND LANDSCAPES SUCH AS BLACK WALL STREET IN TULSA OKLAHOMA WERE THRIVING, FUTURISTIC SPACES OF THAT TIME CAPTIVATING THE ESSENCE OF JUST HOW SPECTACULAR IT IS TO BE YOUNG, GIFTED, AND BLACK.

I CHOSE TO TITLE THE COLLECTION A.I X RENAISSANCE, AS THE HARLEM RENAISSANCE WAS A PROLIFIC MOMENT IN TIME FOR THE BLACK COMMUNITY AND A HUGE LEAP INTO WHAT THE FUTURE WILL LOOK LIKE. THE 1920'S SHOWCASED TO THE WORLD JUST HOW GIFTED WE ARE, THIS PAVED THE WAY ESPECIALLY WITHIN THE ENTERTAINMENT WORLD FOR A RADICAL CHANGE WITH BLACK SUPERSTARS SUCH AS BILLIE HOLIDAY, NINA SIMONE, DOROTHY DANDRIDGE, ELLA FITZGERALD, DINAH WASHINGTON, JOSEPHINE BAKER BREAKING BARRIERS AND PAVING THE WAY FOR MANY SINCE THEN. BEING AHEAD OF OUR TIME AS A CULTURE AND COMMUNITY, ALLOWED US TO CREATE OUR OWN WORLD AND SPACES WHERE WE ARE REPRESENTED, RESPECTED AND THESE STILL EXIST TODAY. THIS WAS A MOMENT WHERE THE BLACK COMMUNITY TOOK ON DEEP LEARNING. PERFECTING OUR CRAFTSMANSHIP WITHIN THE NECESSARY FIELD AND NATURALLY PROCESSING THIS LANGUAGE ANCESTRALLY DOWN THE LINE. BECOMING AN IMAGE RECOGNISED BY MANY AND IDENTIFYING THE DIRECT RELATIONSHIP OF A.I. WHILST THE X IS A SIMPLE FORM OF MATHEMATICS MULTIPLYING BOTH TOPICS' TITLES LEADING TO THE FUTURE OF WHAT WE AS THE BLACK COMMUNITY HAVE CREATED AND CONTINUE TO BUILD UPON.

LOOKING INTO THE FORM OF DRESSING OF THE TIME IT WAS IMPORTANT FOR ME TO PAY HOMAGE TO THE INFAMOUS SILHOUETTES AND STYLES CREATED BY DESIGNERS SUCH AS JEAN PATOU 1924 BYZANCE EVENING DRESS AND ITS DELICATE EMBELLISHMENTS, SCHIAPARELLI MID 1920'S WRAP DRESS ALONG WITH KNITWEAR PIECES AND JEANNE LANVIN'S EXQUISITE ROMANTICISM APPROACH DURING THE 1920'S, BECAME A STAPLE FOR ME TO DRAW INSPIRATION FROM. IMPLEMENTING A MODERN AND TECHNOLOGICAL APPROACH TO CREATING A FRESH MODERN TWIST ON AN ERA WHICH BIRTHED LUXURY FASHION TO THE EPITOME OF WHAT IT IS TODAY. EACH PROCESS IMPLEMENTED THROUGHOUT THE COLLECTION WAS THOROUGHLY RESEARCHED, ANALYSED, AND ASSESSED TO ENSURE THE DIRECTION OF THE COLLECTION WHILST BEING CREATED IN TODAY'S MODERN WORLD, STILL CONTAINED MANY ELEMENTS WHICH PAYS HOMAGE TO THE HARLEM RENAISSANCE AND ITS SIGNIFICANCE WITHIN THE HISTORY BOOKS.



CREDITS

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