

MAN CELEBRATES ITS 10 YEAR ANNIVERSARY AND ANNOUNCES DESIGNERS FOR SS16 SHOW

TOPMAN and **Fashion East's** ground breaking support scheme **MAN** will showcase the best emerging menswear talent at London Collections Men on June 12th. The show will mark MAN's 10 year anniversary since kick-starting London's now thriving menswear scene back in 2005.

Lulu Kennedy, Director of Fashion East: *"It's crazy to think we've been doing MAN for a whole decade - I've enjoyed every moment and am so proud of the brilliant talent that has come through our scheme! We embarked on this journey with our fantastic partners in crime Topman back in 2005 when there was no menswear scene in London, and look what happened as a result!"*

Charlie Porter, MAN panellist: *"Without MAN, there would have been no London Collections: Men. It's incredible to look at everything that Fashion East and Topman have achieved over the years together. It shows how both critical and commercial success can come from pure altruism, passion and belief."*

Gordon Richardson, Creative Director of Topman: *"Who would have thought than an idea so pure and simple in its conception would become the platform for the future of Menswear in just 10 short years. The excitement that MAN still generates before every show is testament to its validity and Topman is proud to be Fashion East's partner in this continuous venture."*

MAN's SS16 show will present designers **Liam Hodges** and **Rory Parnell-Mooney** and a special **MAN TURNS 10 film screening**. Liam's third show with MAN and Rory's second. Liam and Rory were selected by the illustrious MAN panel and follow in the footsteps of MAN-supported designers including J.W. Anderson, Christopher Shannon, Martine Rose, Astrid Andersen and Craig Green. In addition to catwalk showcasing, designers also receive financial sponsorship, ongoing business support, and a place in a top international sales showrooms in Paris.

ABOUT THE DESIGNERS:



LIAM HODGES

26 year old Liam Hodges is interested in expressive, polysyllabic masculinity. The Royal College of Art grad launched in 2013 at Fashion East's Presentations before his catwalk debut at MAN SS15. For AW15 he offered up 'Totally Safe Classics', a concise collection of garments inspired by London's local markets and characters. His guys were kitted out in a battery of dark denim workwear, patched newspaper-print sweats and British lambswool knits. Technical outerwear and money-pouch details came with slogan scarves 'Wear Me in Icy Weather!' Liam Hodges AW15 will be available to buy from stores including Dover Street Market (London & Ginza), GR8 (Tokyo), Rare Market (Korea), VFILES (NYC), H Lorenzo (LA) and more.

Liamhodges.co.uk @Liam_Hodges @Liamhodgea



RORY PARNELL-MOONEY

Rory Parnell-Mooney is an Irish born designer living and working in London. He completed a Masters at Central St Martins in 2014 before being awarded MAN support for AW15. His LCM debut collection explored the ritual art of dressing, citing traditional ecclesiastical shapes and rioters obscuring themselves. Tunics worn over wide trousers came in bonded fabrics allowing for clean, raw edges. Deconstructed knits were subtly slashed at the shoulder, and hidden precise detailing was exemplified in a 'checked' linen created by removing threads one-by-one. A bruised palette of black and navy set to the sound of Nirvana's *Breed* completed the sombre mood. AW15 will be available from Dover Street Market (London and New York), H Lorenzo (Los Angeles) and NoWhere Store (Dublin) this summer.

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ABOUT MAN

- SS16 marks 10 years of MAN. The pioneering **MAN** initiative was launched in 2005 by TOPMAN and Fashion East as the first support scheme for new menswear design talent. Starting with a place on London's womenswear schedule, by 2009 MAN began London's first menswear day of shows before paving the way for the launch of London Collections Men in June 2012.
- **MAN** is proud to have supported and launched many of London Collections Mens' top brands including: JW Anderson, Aitor Throup, Christopher Shannon, James Long, Cassette Playa, Katie Eary, Martine Rose, New Power Studio, Matthew Miller, Shaun Samson, Agi & Sam, Astrid Andersen and Craig Green.
- **MAN** recipients are selected by a panel of industry experts including: Andrew Davis, Wonderland Magazine; Ben Reardon, Man About Town; Charlie Porter, Financial Times; Gordon Richardson, TOPMAN; Luke Day, GQ Style; Lulu Kennedy, Fashion East; Sam Lobban, Mr Porter; Tim Blanks, Style.com.

ABOUT FASHION EAST

- **Fashion East** is a pioneering non-profit initiative established in 2000 by Lulu Kennedy and The Old Truman Brewery to nurture, develop and showcase emerging designers through the early stages of their career. Fashion East is integral to London's reputation for young talent, having kick-started the careers of some of the UK's top design talent across womenswear and menswear.

ABOUT TOPMAN:

- TOPMAN is a staunch supporter of UK menswear design talent through its own MAN partnership with Fashion East and sponsorship of the British Fashion Council's NEWGEN MEN scheme. More than 30 designers have received sponsorship and showcasing opportunities and with the MAN scheme in particular. Since 2005 TOPMAN has continued to collaborate on a range of product and capsular collection projects with in excess of 50 exciting UK and US based designers.

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