

MAN ANNOUNCES NEW DESIGNER LINE-UP FOR AUTUMN / WINTER 2015

TOPMAN and **Fashion East's** leading designer support scheme **MAN** returns to London Collections Men in January 2015 to showcase the most exciting new menswear talent in a group catwalk show at the TOPMAN Showspace. AW15 will see **Liam Hodges** and **Nicomede Talavera** return to dazzle and delight on the MAN catwalk following their striking debuts last season. Completing the trio is new name **Rory Parnell-Mooney**, fresh from his MA at Central St Martins.

Lulu Kennedy, Director of Fashion East: *"We're hugely proud of Liam and Nicomede - fantastic people and talents who in just one season have worked out how to translate their aesthetic into great product that's been picked up by the most prestigious international stores – Dover Street Market, Opening Ceremony, JOYCE and more. We're delighted to introduce Rory, the standout menswear MA graduate of this year's CSM show, who was lucky enough to study under Louise Wilson and Peter Jensen."*

Peter Jensen, Head of Menswear, Central St Martin's MA course on newcomer Rory Parnell-Mooney: *"When I taught Rory on the menswear MA he was one of those students that could be a pain; I mean that in a good way, because he really believed in what he was doing. And the results were great! Rory has a great sense for fashion, texture, shapes and he's forward thinking."*

The trio of bright young things were selected by the illustrious MAN panel and follow in the footsteps of MAN-supported designers including J.W. Anderson, Christopher Shannon, Astrid Andersen and Craig Green. In addition to catwalk showcasing, supported designers also receive financial sponsorship, ongoing business support, one-on-one mentoring from panellists, and a place in top international sales showrooms in Paris.

ABOUT THE DESIGNERS:



LIAM HODGES

Kent boy Liam Hodges is interested in expressive, polysyllabic masculinity: "it's about a new luxury brand that doesn't just cater to high borns. It's for men who live for the week, not just the weekend". The Royal College of Art grad showed two standout collections at Fashion East's Presentations before his MAN SS15 catwalk debut. SS15's army of men and boys played survival in alternative boy scout garms, patches and all. Dark denim and graphic jacquards came with giant flags and talisman accessories. Liam Hodges SS15 will be available to buy from stores including: Dover Street Market (London), 10 Corso Como (Italy), GR8 (Tokyo,) VFILES (NYC) and more.
 @LIAM_HODGES @LIAMHODGEA LIAMHODGES.CO.UK



NICOMEDE TALAVERA

London's Nicomede Talavera graduated from Central St Martin's prestigious MA in 2013. His outstanding debut at Fashion East's AW14 Presentations earned him a catwalk spot at MAN SS15 where he played with long tunics over trousers, summer-bright gingham, pleating and plissé. Throw in a few scrunched leather pillowcase bags and a banging Beenie Man soundtrack = a lot of fun. The collection will be available from Dover Street Market (London), LN-CC (London), Machine A (London), Opening Ceremony (London/USA/Japan), Joyce (HK/China), Wildstyle (LA), K-20 (Russia) and more.
 @NICOMEDE_T NICOMEDETALAVERA.COM



RORY PARNELL-MOONEY

New name Rory Parnell-Mooney is an Irish born designer living and working in London. He completed a Masters at Central St Martins in February 2014 with a collection exploring the ritual art of dressing, adorning boys in powerful, ecclesiastical shapes born from images of European rioters. A gentle palette of deep rich blues and low peaked caps covering boys' eyes felt quietly sinister. Rory won the MAN selection panel over with his forward thinking shapes, luxurious fabrics and innovative techniques. MAN AW15 will be Rory's anticipated catwalk debut.
 @RORYPARNELLMOONEY @RORYPMSTUDIO RORYPARNELLMOONEY.COM

ABOUT 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. [@fashion_east](https://www.fashioneast.co.uk) www.fashioneast.co.uk

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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