

EDWIN®

Fall/Winter 2010

The FW10 collection from Edwin is steeped in influences from Americas colourful and historic past. The influences resonate the dislocation and in turn 'accidental freedom' experienced by the post Vietnam late sixties generation where particular focus falls on the road and escapism. It's not about running away it's about embarking on the journey of self-discovery finding identity as an individual in a dysfunctional era. It's a new dawn in society and the sub culture is about to get loud proud deep down and dusty!

The garments and overall collection styling will represent the emotions and physical experiences gained through adventure and a 'work hard, play hard' hedonistic mentality.

Dust, dirt, grit, grime, beer and blood infect the washes of the denim giving a genuine 'lived in' feel to the denim. The shirting, jackets and knitwear are heavy and utilitarian representing the protective layer needed when living life alone on the road and on the edge, it's the uniform of the nomad, the costume of the loner.

Key Pieces and Styles:

11.25 Oz denim has been developed exclusively for Edwin with a grey listed selvedge ... it is known as the Zen.

British Millerrain Cagoules sit next to US Navy deck jacket silhouettes and leather bomber jackets. Denim jackets are blanket lined paying homage to the true fabrics of the spirit of mid west Americana and work-wear.

There's a sense of danger and nervous anticipation everywhere, the air is heavy with the scent of kerosene, whisky and petrol the grateful dead are sound-tracking the journey... its time to ride into Edwin AW-2010.

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