

EDWIN®

Spring/Summer 2011

'Five Easy Pieces'

'A free thinker, a true individual, an independently spirited rebel'

The starting point for the collection was based on a film directed by Bob Rafelson, starring Jack Nicholson (as Robert) called 'Five Easy Pieces', released in 1970.

Nicholson plays the part of a promising upper-class classical pianist, who runs off to pursue seemingly honest labouring work within the oil fields of middle America, turning his back on his suffocating Thespian family. Nicholson's idealism in opting for hard graft amongst honest folk is somewhat representative of the sartorial sensibilities of the films aesthetic, and it's overall attitude, the sun-soaked colours and oil stained denims reflective of the duality of Nicholson's character; the refined mind of an artist meets the rugged natural wear of hard graft.

The fabrics are tough and tightly woven, then broken into submission, offering a truly authentic lived in feel. Sometimes hidden or small subtle details, using soft suede to interpret a classic MA1 style men's bomber, create the balance between the tough canvas of the baseball and its soft suede, knitted collar and internally lined arms. Heavily Oiled and worn denim work shirts and jackets act as a counter point to finely striped, light crisp Oxford poplin button downs. Clean lines are disrupted by washing processes and fine gauge knitwear sits next to sweats reinforced at stress points to give a reconstructed look. Shirting is offered in a wide range of solid menswear blocks, with ultra light faded flannel, Japanese Denim and chambray, waffle and vintage checks.

Feminine dresses in the women's collection, in tightly woven Japanese chambrays, and indigo vintage printed shirting repeats work alongside fine scoop neck worn out cotton tees, and mini skirts in sun-bleached washes accompany 'bib 'n' brace' work overall shorts.

Denim shapes are 'classic Edwin' in nature, with much of the high quality fabrics and trims constructed and developed exclusively in Japan, with washes that are both light and heavily used, including hand repair work and sun-bleached effects. Two new men's fits are introduced: the ED80, a slim, low waisted regular cut, and the ED88, a slightly higher waist super-slim comfort style available in stretch fabrics. Women's have a new fit too, which is super long, super skinny and high waisted, also available in stretch fabrics.

In their SS11 collection Edwin are delivering a fine selection of way more than '5 easy pieces' enabling you to build a fine wardrobe around the brand.

Through Edwin, become the free thinker, a true individual, an independently spirited rebel.

For all press enquiries contact:

steve@sanecommunications.com / ben@sanecommunications.com / pr@sanecommunications.com

www.edwin-europe.com