

MENSWEAR LABELS TO WATCH



EDMUND OOI

Malaysian-born menswear designer **Edmund Ooi** aims to break the boundaries of conventional menswear within his collections. Born into a family of tailors, Ooi studied fashion design in Kuala Lumpur before moving to Antwerp where he honed his skills at the Royal Academy of Fine Art. Flamboyant tailoring and science fiction are two key influences noted within Ooi's collections that take classic menswear silhouettes and serve them up in a contemporary, urban style with a good dose of irony to boot. Strong textures and graphical cuts are the cornerstone of many of his looks. The A/W 2016 presentation was no exception: inspired by the schoolboy of the future, 'Class of 2525' saw models dress in roll-necks, duffel coats and roll-up jeans. Edmund Ooi showed his A/W 2016 collection at Liberty Fairs in New York and is in the process of building up his stockists list.

www.edmundooi.com



RENÉE BEDELL

Renée Bedell is a British menswear designer with a penchant for expert tailoring. Her work embodies a sleek, multicultural aesthetic that celebrates the beauty of craftsmanship, endurance and meticulousness inherent to tailoring. While training in menswear at Kingston University in the UK, Bedell began to specialize in intricately tailored garments using original and organic textiles. Her graduate collection was picked by **LN-CC**, a progressive retail concept based in the hip East London area. The designer's inspiration is drawn from the cultural heritage and stories of the tribes and clans who make the textiles she sources. Thus, for S/S 2016 her designs included luxurious materials from Japan and Ireland, silk, linen, indigo cotton and lightweight Egyptian and Italian cottons, while also drawing on classic British suiting. The patterns in Renée's designs also symbolize these aspects: maps of fields, rivers and the land that the cloths transcended. Japanese retailers **BEAMS** and **Cement** currently stock the collections.

www.reneebedell.com



ICOSAE

The Paris-based brand **Icosae** was founded in 2013 by brothers Valentin and Florentin Glémarec, together with Anthony Hor. The collective's approach to fashion is influenced by their studies in art and design. "We see ourselves as visual artists. Each collection channels the aesthetics that a work of art provokes," explains Valentin, who has collaborated on visual projects with high-profile brands, such as **Givenchy**. The designers mix elements of classical tailoring with oversized shapes and asymmetrical cuts inspired by Parisian underground culture. Florentin refers to their style as "grunge tailoring" and admits to drawing inspiration from the archives inherited from the Glémarecs' great-grandfather, a prominent Breton tailor. The A/W 2016 collection references various scenes and subcultures, from London's 1970 suedeheads to the contemporary techno generation. Tailoring proportions are deconstructed and reinvented to create new shapes with quality textiles – and, importantly, everything is made in France.

www.icosaeofficial.com