

OLD MAKES NEW

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BRANDS REACT TO THE GROWING DEMAND FOR UNIQUENESS
BY REWORKING VINTAGE CLOTHES AND DEADSTOCK FABRICS INTO
NEW FASHION STATEMENTS.

German company **Blackyoto** brings century-old European clothing back to life by dying it with Japanese black oxide and selling it at some of the world's leading stores, including **Dover Street Market**. The up-and-coming brand **Fade Out** sources materials from vintage denim bought at charity shops and second-hand markets. The found treasures are deconstructed, washed, sanitized, ironed and reassembled, becoming eclectic unisex patchwork pieces with oversized fits. Another new label, **Never Too Much Basic**, slashes and rehashes damaged denim sourced from local markets for their collaborations with **Faith Connexion** and **Pulpher**. Their transformed pieces are adorned with hand drawings, ruffles and various appliqués that add character and individuality to every garment.



Fade Out

Benu Berlin (the name is derived from Bennu, the ancient Egyptian bird god believed to be cyclically reborn, akin to the ancient Greek myth of a phoenix that rises from the ashes) transforms raw denim yarns, shreds and vintage jeans into expressive textures that are then worked into delicate knitted tops, skirts or trousers. **Looptworks** creates collections of premium hand-numbered accessories from high-quality surplus materials, such as leather and neoprene. Sourcing sustainable materials like Tencel and reclaimed deadstock fabrics as well as vintage garments, **The Reformation** combines them in limited edition glamorous pieces celebrating the female silhouette.

As well as upcycling, customization is enjoying renewed interest. London-based tailor **Timothy Everest** has capitalized on the trend by launching a Bespoke Casual line that focuses on adding individual touches to pre-existing pieces. "Rather than pure Bespoke/M[ade-]T[o-]M[easure], new customers are aspiring to personalization of everyday wear options through shorter run manufacturing," he explains.

Retailers can benefit from this trend not only by buying into brands that offer unique pieces, but also by offering in-store customization and personalization, thus creating a newsworthy feature and engaging customers in novel ways. **Bad Denim Shop** in London is already doing this: they offer a service whereby worn denim by premium brands is customized, altered and embellished with one-of-a-kind handstitched applications. Likewise, **Ateliers and**

Repairs, a label that owns retail stores in Los Angeles and London, upcycles and reconstructs clothes, accessories and other objects, with on-demand customization and alterations for private clients, local brands and retailers.