

A-COLD-WALL

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A-COLD-WALL is a British streetwear brand, launched in 2015 by London-based Samuel Ross. A graduate of De Montfort University, he worked on numerous creative projects spanning experimental film, fashion, music and concrete objects for the home. In 2013, he was spotted by Virgil Abloh, the designer extraordinaire behind the cult label **Off-White**, and became his creative assistant.

Inspired by the stark class differences in Britain's society, A-COLD-WALL cleverly fuses the utility of working-class uniforms with sportswear aesthetics and architectural cuts and details typical of traditional tailoring. The label's debut A/W 17 collection explored the workwear theme through high-tech outerwear; reflective silver nylon was paired, unexpectedly, with hyper-luxurious leather and hand embroidery. Ross's innovative creative aura quickly attracted the attention of numerous leading retailers: his first collection was snatched by **Barneys**.

The A/W18 show revealed the designer's urban vision through graphic futuristic silhouettes. The designer offered a wide range of multifunctional garments and versatile accessories, including oversized multi-pocket jackets and vests, over-stretched hoodies, waterproof coats and windbreakers as well as technical nylon pants. Liquid vinyl and metallic surfaces, slouchy or distressed knitwear, detachable caps, adjustable belt bags and backpacks were completed by rubber rain boots with white paint scattered all over. The color palette, composed of neutral, noble hues like beige, grey, cordovan and burnt orange, captures the atmosphere of London's industrial landscapes. Today A-COLD-WALL collections are produced in Italy and available in such stores as **Harvey Nichols** (UK), **Barneys** (US), **Cherry Fukuoka** (Japan), **I.T** (Hong Kong), **KM20** (Russia) and **SSENSE** (Canada).

www.a-cold-wall.com