

TOPMAN AND FASHION EAST ANNOUNCE THE BRAND NEW LINE UP FOR **MAN** THIS FASHION WEEK

HANS CHRISTIAN MADSEN JAMES LONG KESH

With 5 shows under their belt, MAN announce 3 new names for February who will show alongside Topman Design in their group show. The MAN partnering of Topman and talent-incubator Fashion East celebrates London menswear with many designers supported to date, now sold in some of the most prestigious stores internationally.

New panel member and Style.com Contributing Editor Tim Blanks says: *"I'm excited to be a part of the evolution of MAN at London Fashion Week because I think the reservoir of untapped menswear talent in London is deeper than any of us realised."*

HANS CHRISTIAN MADSEN MA Fashion Menswear graduate of Royal College of Art, who takes a process-orientated approach to design where simplicity meets minimalism with an innate functionality in the style of military sportswear. The contrast between highly protective outerwear and innerwear items such as a V-neck fine knit with unfinished edges, underlines nonchalant casualwear. It's a modern approach to the classic military sportswear and pure schoolboy look, with reference points including the 50's youth culture, looking at Marlon Brando in 'The Wild One'. Masculine minimalism, subtle detail and finely cut, sharp silhouettes. This is evolution not revolution! Previously studio manager for Carola Euler and menswear designer for Diesel BlackGold, he has exhibited at Notting Hill's Flow Gallery and his work has featured in Dazed & Confused.

JAMES LONG Graduating from The Royal College of Art with an MA Menswear/Accessories, 26-year-old Long from Northampton, studied his BA at London College of Fashion. When GQ Associate Editor and MAN panel member Charlie Porter purchased several pieces from his graduate collection he knew he was on to a good thing, with various editorials featuring his work to follow - Dazed & Confused, i-D Magazine, Another Man, Numero and many more with special commissions for Italian Vogue. Working from his Hackney studio, he mainly works with leather and sheepskin combining them with modern materials such as gauze netting and plastics, to create battle-ready hard silhouettes. He channels his sculptural accessories knowledge into clothing, preferring not to work from blocks.

KESH "So about me ... Erm I'm gona keep it real. I was an ugly little girl/early teenager. So I started to dress a little different to draw attention away from this. I had been designing since a young age and made my first pair of jeans when I was 12. They were stonewash bootcuts which I turned into skinnies and stitched KESH (my childhood nickname) badly down the leg. When I was 16 I started to look a little better. Then I had a car accident and broke my face (shattered my nose and both cheekbones - not fair). I finally had enough and packed my stuff and headed for London at 17. I started at a college studying fashion. Then when I was 18 i-D Magazine did a feature on me as 1 of the coolest customisers/designers in London! Then a few months later I met my best friend Zezi who I now DJ with under the name of Coconut Twins. I just turned 21 and I'm travelling from London to New York to keep up with all my stuff with my own clothing label. KESH!! I dress so cheap I should be homeless! I release exclusive batches of t-shirts from my online store <http://kesh.bigcartel.com> Erm. Yeh so that's my life story. Not all of it. But some of it.

TOPMAN DESIGN Launched in Autumn/Winter 2005 and headed by Design Director Gordon Richardson, the collection which is put together by the in-house design team, is an exclusive range of more individual design-led pieces for the fashion savvy Topman customer. Now boasting a prime concession in London's Selfridges, as well as Topman's London and Manchester flagships, it is also

available on-line. New York's exclusive boutique Opening Ceremony is a staunch supporter, and last September, they opened an exclusive Tokyo outlet in Harajuku's Laforet mall, to great acclaim. This summer's demure sensibility with an accent of Oxbridge school culture, features a refined colour palette and mixed proportions with lengthened sleeves, slim line bodies, and nipped-in cigarette pants, to create elegant slim silhouettes. www.topman.com

FASHION EAST When founder Lulu Kennedy first invited Topman to support a new menswear initiative at London Fashion Week, having recognised an increasing relevance to menswear in London, they turned her down in favour of a full partnership whereby every decision is made jointly, dispelling usual corporate restraints. Set up in 2000 by The Old Truman Brewery, Fashion East has become internationally renowned for backing fashion talent with bite. Many designers she has supported in the Fashion East group shows now form the backdrop to London Fashion week, and include names such as Gareth Pugh, Jonathan Saunders and Marios Schwab.

MAN This will be MAN's 6th show at London Fashion Week, now a firm and favourite fixture on the London menswear fashion calendar. Putting together a panel of industry insiders, MAN has ensured that new menswear talent is firmly on radar, with a stellar cast of designers to date who have graced their catwalk, including: Siv Stoldal, Carola Euler, Deryck Walker and Cassette Playa. Installations at MAN have been dynamic and diverse, with a bold and moving offering from Aitor Throup last season entitled 'The Funeral of New Orleans'.

MAN PANEL: Andrew Davis Fashion Director **ARENA** Luke Day Fashion Director **ATTITUDE** Nicola Formichetti Creative Director **DAZED & CONFUSED** Daryoush Haj-Najafi Fashion Contributor: **V MAN, ARENA HOMME PLUS** and **FANTASTIC MAN** Matthew Murphy, Head of Buying **b STORE** Charlie Porter Associate Editor **GO** Ben Reardon Editor **i-D MAGAZINE** Tim Blanks Contributing Editor **STYLE.COM** Clare Richardson Style Editor **TELEGRAPH MAGAZINE** Gordon Richardson Design Director **TOPMAN/TOPMAN DESIGN**