

Molly Goddard

I have always loved the internal workings of garments, hand sewn adjustments and finishings. I started this collection at the National Theatre costume hire, focusing on underskirts and underwear—crinolines, 1950s bras, Victorian christening gowns, Georgian underskirts.

We turned things inside out and discovered grosgrain strapping, internal zips, boning and binding. These elements play a key part in the collection, all exposed, exaggerated and external. Grosgrain and zip plackets are highlighted and left undone and underwear details feature throughout, cotton wrapped elastic, zig zag stitching, bra seam lines.

Frills explode from seams of tailoring and from underneath heavy canvas cotton. Pin tucks are cut on the bias creating new silhouettes and draping. Domestic qualities also feature—Satin trim felted wool knits reference old fashioned rich pastel blankets, a faded upholstery rose print on lightweight cotton organdy, wadded cushion bags, a duvet dress.

Molly Goddard SS24

Styling: Alice Goddard

Casting: Rosie Vogel

Hair: Gary Gill

Make-up: Thom Walker

Nails: Saffron Goddard

Skincare: Emma Lewisham

Music: Earthlings

Graphic design: Rory Gleeson

Production: Blonstein

Thank you: Alice Goddard, Tessa Griffith, Jude Tsang, Becky Stone, Hayley Dyer, Paula Espinosa, Ellie Stillingfleet, Melissa Eis Dominguez, Renata Butiene, Kevin Lanre, Laura Lang, Annie Severs, Rory Gleeson, Theo Sion, Daisy Hoppen, Marion Abramov, Heidi Hassan, Kristina Cakic, Ben Brawley, Arthur Williams, Tegen Williams, Amber Adams, Annie Bly, Beatriz Pinto, Dennis Lawless, Fin Forsyth, Holly Crawley, Jess Carter, Minna Dubois, Rosie Yu, Tilda Weston, Tori Graham, Iwona Roman, Tana Heidegger, Katarzyna Gizycka, Eli Richards, Ella Dallaglio, Molly Shillingford, Elodie Curtis, Jemima Sisson, Annabelle Scholar, Emily Way, Louise Wilson, Sarah Gresty, Sarah Edwards, Mark Goddard, Tom Shickle, Olive, Patty and Frank.

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