

# SINÉAD O'DWYER

SS24

## *Assembly*

For SS24, Sinéad O'Dwyer invites you to an afternoon assembly in the halls of her alma mater: The Royal College of Art. Continuing the excavation of memories of her rural Irish teenhood, this season sees the designer contemplate the transitional nature of a summer wardrobe and after-school dressing rituals.

Shirting, naturally, features prominently, with classic shapes intuitively remodelled for ease of wear — a sky blue cotton shirt features the bust-supporting necktie construction first introduced last season, with sculpted plastron bibs appearing in the same fabric. White stretch poplin shirts with bust cup detailing are proposed as leotards allowing for a dynamic range of movement when worn, and a piped pyjama shirt is reinterpreted in downy cotton, pearly grey satin and rugged écru gabardine.

Recollections of Killina Secondary School uniforms inform mohair pullovers and cardigans, box pleated culottes in school-issue wool plaid, and rara shorts featuring double-layered pleats, with looks anchored by thigh-high striped socks and clog-ish shoes generously provided by Crocs. Ribbed tank tops, striped vests crafted from interlinked tonal squiggles of fine knit and a knitted tracksuit suggest summertime games kits, while mufti day peacockery colours criss-cross harnessed minidresses and Sinéad O'Dwyer's first denim jeans, which feature Swarovski crystal appliqués of the brand's new insignia.

The confident development of established signatures underpins the collection, with this season offering the widest range of the brand's figure-cladding, webbed sleeve dresses yet. Floor-skimming gowns in schoolhouse stripes make use of an intricate technique that fuses picot-trimmed, shirred satin bands with swathes of robust elasticated knit, while body harnesses, minidresses and shorts feature dark grey and sapphire Swarovski beading, with the decorative crystals knitted into each garment's seams during the construction process.

Elsewhere, the windowpane detail that first appeared for SS23 recurs across on pleated culottes and halter neck bibs, and heavy metal D-ring trims subtly reinterpret the butt plug motif, a brand signature since its introduction for AW21. Audience favourites like the single-shouldered spiral top, panelled shorts and bandeau leotard return in fully fashioned knit, while cotton drill boleros develop on last season's formal tailoring. Rounding out the collection, diaphanous tobacco waxed cotton becomes a key fabric, used for a waxed trench coat, a criss-cross halter top and a pair of belted culottes, and Sinéad continues her longstanding collaboration with London-based shoe designer Tabitha Ringwood, resulting in a white, shirred calfskin kitten heel.

## **Show**

Creative Direction and Design: Sinéad O'Dwyer

Styling: Ai Kamoshita

Casting: Emma Matell

Communications: RAVEN

Production: Takiyah Blaize

Makeup: Mel Arter

Hair: Franziska Presche

Movement Direction: Grace Nicol

## **Collection**

Creative Direction and Design: Sinéad O'Dwyer

Design Development: Niall Kelly, Katy Clark

Studio Assistant: Rebecca Smith

SS24 Studio Team: Tricia Phelan, Yasmeen Sobeih, Kaspar Vaskane, Gwen Ryan, Sofia Berenzina, Molly Bright, Romy Aldren, Ellie Paylor, Sushma Limbu, Antonina Soldatova

Knitwear Development: Ilana Blumberg

Footwear: Crocs and Sinéad O'Dwyer X Tabitha Ringwood

## **A special thanks to:**

Adele, Kevin, Aoise O'Dwyer and Otilie Landmark

British Fashion Council, Zowie Broach, Katrina Whitelaw and the RCA Team, Crocs, Swarovski, Emma Matell, Mahoro Seward, Ai Kamoshita, Grace Nicol, Sophie Jewes, Rebecca Smith, Niall Kelly, Katy Clark, Ilana Blumberg, Sarah Mower, Sophie Jewes, Rose Bradshaw and the RAVEN team, Zoe Natale Manella, Hollie Karalius, Roberta Arcidiacono and MA + Group, Sebastian Bailey and Mini Title, Helen Studios, SS24 Studio Team, Tabitha Ringwood, Amy Llewellyn, Witch Trials, Ben Jones and the Dormeuil Team.