

Martine rose®

Fall-Winter 2024

Feeling seen. Being seen. Clothes as tools of empowerment. For Fall-Winter 2024, Martine Rose turns the tables on the conception and staging of the collection. Motivated by the sentiments of being acknowledged often shared by members of her community-driven cast, the proposal is founded in the experience of the wearer. It is an exercise in the character-building power of clothes, from construction to dressing and the personal gestures that infuse a look with attitude. The investigation comes alive in a bespoke presentation format. In early January 2024, the show was staged in London in front of an audience made up of the friends and families of the community who walked it. The intimate environment created a celebratory and affirming atmosphere, encouraging members of the cast to use the collection to fully express themselves. The show was captured on film for its formal screening at Paris Fashion Week.

A study of individual ways of wearing clothes – gestures, movement, mannerisms – materialises in garments imbued with blanket-like sensibilities. Conveyed across tailoring, sportswear and flou, the draped constructions invite the instinctive styling of the wearer and activate the personal attitudes at the heart of the collection. The exploration evolves in tailoring, shirts and t-shirts structured with built-in knots imitating the impulse of tying a jumper around the shoulder or knotting the hem of a t-shirt in a nightclub. Similarly, a shirt silhouette emulates the footballers' gesture of triumphantly pulling their shirts over their heads upon scoring a goal. In a series of tailored jackets, the lining is pulled out of the sleeve to create a makeshift cuff. It's an unconscious everyday styling feature reflected in trousers with raised flies, spliced from two contrasting trousers.

An image of the local hero – the big guy in one's community – is crafted in silhouettes composed of convertible and reversible constructions, and pieces de- and reconstructed from other garment genres. Echoing the notion of intuitive styling inherent to the collection, a string of jackets, gilets, dresses and tops are hybridised from opposing garment types into convertible two-in-one pieces, celebrating a sense of the mismatched. Figurative ways of cutting give shine to what's inside: the wonky, the unpolished, the authentic. Here, one technique hacks open outerwear, inverts it and pulls it apart to create new workwear suits. Through another illustrative technique, jackets are turned upside-down allowing the hem to become a funnel-esque collar posing as an almost bourgeois neckline.

The fabrics of the collection take inspiration from the glamour of local character dressing, with hints to subcultural London prior to the millennium. Oddly-coloured moirés and nappa nod at the rare groove and garage scenes of Britain, while stripy furs and shearling pay homage to Camden in the 1990s, a sensibility reinforced by papery, crunchy glazed linens. Brushed pinstripes and pilled, bobby outerwear materials evoke a 1980s punk attitude backed up by dusted rodeo leathers and fluid pleather. Denim appears in a yellow-tinted black wash, in dirty vintage washes and in a camouflage pattern. Conjuring a 1970s underground spirit, the season proposal is underpinned by a psychedelic space print.

The collection features the second collaboration between Martine Rose and Clarks in her current role as Guest Creative Director of the brand: a sling-back heel, a padded mule, and a padded Oxford shoe.

Credit Sheet

Creative Director – Martine Rose
Stylist & Art Director – Tamara Rothstein
Photographer – Jamie Morgan
Videographer – Arthur Williams
BTS Photographer – Roxy Lee
Hair Stylist – Gary Gill
Makeup Artist – Marina Belfon-Rose
Manicurist – Lauren Michelle Pires
Set Design – Polly Philp
Casting Director – Isabel Bush
Music & Sound Design – Sasa Crnobrnja
Movement Director – MJ Harper
Jewellery – Max Allen
Compère– Demi Brown
PR – Agency Eleven
Production – CEBE Studio



For press enquiries, please contact Agency Eleven
Laura@agencyeleven.co.uk and Liz@agencyeleven.co.uk