

A-COLD-WALL*

Spring / Summer 2025 "Pink Noise"

A-COLD-WALL* announces SS 2025 "Pink Noise": the inaugural collection of the company's new phase, drawing inspiration from Britain's sonic culture – in particular, the practice of illicit radio broadcasting.

Informed by a process of research into the spatial and subcultural dimensions of the phenomenon, the collection discusses ideas of ephemerality and functionality, anonymity and audacity.

Some pieces allow for radicalisation of proportion, through cinching and ruching. Others have more classical silhouettes, continuing the exploration of the utilitarian by ACW*. Angular seams have been inserted, a faint echo of antennas, anonymous in their ubiquity. Perforation and citronelle yellow are incorporated into the ACW* vocabulary, while weathering, a long-utilised technique, is applied to reconstructed baseball caps, distressed to breaking point.

The collection is entirely enacted by a studio team, in collaboration with other creative protagonists and individuals from the extended A-COLD-WALL* network. A runway film directed by Rory Wood and a lookbook shot by Luca Grottoli features many of these, including musicians Goldie, Jason Williamson and Jawrino, filmmaker Seb Tabe, Don Letts, and models like Aweng Chuol, Laura Rylands, Danni Harris and Manyon Deng. All were shot in Deptford Storehouse, a vast former newspaper depot in south London, with casting by Najia Li Saad and styling by Anna Pesonen.

An installation at Maiocchi 10 in Milan on 14-15 June will introduce the collection. This sees the ACW* SS25 collection as experienced through the vision of artist Ken-Tonio Yamamoto, reimagined in an immersive ceremonial space, featuring subtly moving portraits of the individuals above, with voice notes from members of the ACW* network and their reflections on sound in the city. Both installation and film are scored by musician Rainy Miller.

Included in the collection is a collaborative concept capsule with Japanese biotech venture company Spiber. This is realised through outerwear, a cargo pant, a hooded dress, and a bag incorporating Brewed Protein™: Spiber's patented material platform, utilising microbial fermentation technology to generate lab-grown fibers. In working with the protein material innovator, A-COLD-WALL* is continuing its programme of partnerships with those operating at the industrial avant-garde.

Other concept pieces also feature experiments with fabric, all produced by specialist Italian mills. An M65 field jacket, referenced previously by ACW*, is oversized, in a ripstop treated with aluminium from Florence's Lamintess. A gilet is formed from crinkled memory fabric produced by Dinamo in Prato. A jacket and pair of trousers are constructed from panels of Italian calf leather, softly locking-in the body for its protection. An ankle-length poncho in translucent coated-popeline made by Majocchi in Tavernerio, Como: a full-body gauze that protects the wearer from the rain and the view of others, made with the same textile manufacturer that helped the artist Christo to wrap his buildings. Each piece is an idea in material form, and an extension of an item within the season's ready-to-wear mainline.

"Pink Noise" is a collection about transmission and reception. It is a testament to the power of subcultural infrastructure, and the possibilities of networked creative production.

About A-COLD-WALL*

Established in 2015, A-COLD-WALL* advances a distinctive lens on modern Britain through the medium of garments inspired by an interplay of architecture, industrial design, domestic subcultures and material innovation. Founded by Samuel Ross, ACW* is now spearheaded by the company's original team, operating from London with a second design studio in Milan.

About Spiber

Established in September 2007, Spiber is a biotech venture company based in Yamagata, Japan dedicated to creating innovative solutions such as "Brewed Protein™", a new material platform utilizing microbial fermentation technology inspired by nature's diversity and circularity.

About "Brewed Protein™"

"Brewed Protein™" is a groundbreaking material platform developed by Spiber and inspired by the diversity and circularity of nature. By harnessing the power of precision fermentation, Spiber engineers proteins at the molecular level, resulting in versatile materials that can be tailored to specific needs such as reducing environmental impact. This innovative solution opens up new possibilities for sustainable and high-performance materials in various industries such as apparel, food, automotive, and more. Brewed Protein™ fibres are commercially available worldwide.

Credit Sheet

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Photography: Luca Grottoli (@luca.grottoli)
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Casting: Najia Saad (@naj_li)
Grooming: Jody Taylor (@jodytaylor)
Music: Rainy Miller (@rainymiller)
Movement: Joe Grey Adams (@joegreyadams)
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