

A man in a blue and red plaid tracksuit stands in a field of tall grass. In the background, a person is silhouetted against a bright sunset, holding a flare that creates a large plume of orange smoke. The title "DASHING TWEEDS" is overlaid in a stylized font.

DASHING TWEEDS

AW 24

COLLECTION

When it comes to colour we love nothing better than experimenting to see how far we can push the boundaries whilst our designs remain palatable. Colour theory has fascinated thinkers for centuries and great books have been written on the subject by luminaries such as Goethe and Josef Albers. The pointillist painters of the late 19th century paved the way to the use of colour pixels on our screens as interaction with colour changes dramatically when varying pigments are placed in juxtaposition. With this in mind we thought it would be interesting to ramp up the hue and boldly go where few dare, especially in the world of tweed design.

One of the many beauties of wool is that it can be dyed to any colour and this season we have been working with Shepley yarns and their vibrant range of British wools with a sound ecological footprint and accredited dye standards. We choose a palette of electric blues, vigorous greens and radiant oranges as the basis for our collection, reminiscent of the psychedelic rise of Acid House and the 90's rave scene.

Our sensational design named Acid is a fabulously textural interweave of almost fluorescent yellow, bright blue, soft lilac and taupe brown, it really has to be seen to be believed. Remarkably the vibrant colours nestle together in the most glorious and harmonious way creating an overall stripe effect that is as vivacious as it is daring. The cloth weighs a useful 16oz, a mid weight cloth ideal for winter suiting or a light overcoat.

We've named our bold check for the season Jungle, another reference to a musical genre originating from the rave scene, a time that saw a melting pot of upbeat mixes and eye popping displays of colour. This is reflected in the thrilling orange and marine check laid over an elegant grid of earth tones. The 16oz British wool is entirely made in the UK and is of a classic tweed quality suitable for outer wear in the elements.

For the evening, we have worked with our luxurious Merino worsted yarns to produce a discreetly elegant yet spirited design we call Jazz. Shades of dark maroon, navy and royal blue quiver together with a soupçon of lilac purple in a stripe that seems to frolic over the swarthy cloth. The 11-12oz worsted has a lustrous finish and makes up well into exquisite evening wear for any occasion. Red carpet and black tie events are as popular as ever, and now more open to glamorous interpretation.

Folk are waking up to the importance of traceable and sustainable clothing the use of British wool is more important than ever. We are now proud to be a part of the British wool organisation which entitles us to use their emblem of a Shepherd's crook on our fully British Wool designs.



ACID



ACID

100% BRITISH WOOL

460-490g 16-17oz



A close-up photograph of a vibrant, multi-colored plaid fabric. The pattern consists of intersecting diagonal lines in shades of blue, orange, yellow, and grey, creating a complex, woven texture. A prominent diagonal fold runs across the center of the image, highlighting the fabric's texture and the way the colors interact. The lighting is even, emphasizing the intricate details of the weave.

JUNGLE



JUNGLE
100% BRITISH WOOL
460-490g 16-17oz





JAZZ



JAZZ

100% MERINO WOOL

320-350g 11-12oz



PHOTOGRAPHY: GUY HILLS

MODEL: OLLIE LYLES

FOR MORE INFORMATION PLEASE VISIT

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