



MODEFABRIEK #42

SUNDAY BEST

The preparations for the Modefabriek winter edition are in full effect; on 22 & 23 January 2017, fashion professionals from all over the world will meet at RAI Amsterdam to take in and share the latest mode, moods & methods. The 'More than Mode'-programme is full of great surprises, some of which we can already share with you. Today, that will be 'Sunday Best', a selection of 'new dandyisms'.



Men's fashion at its SUNDAY BEST

In the heart of District C - for Contemporary Classic, Cosmopolitan and high-end Cool - a bevy of international menswear pioneers will gather in the context of 'Sunday Best'. Now Casual Fridays have spread to the rest of the week, a new kind of dandyism has emerged, where men no longer allow chance or laziness to affect their 'sartorial choices'. A passion for provenance, craftsmanship and offbeat styling make this movement a delight to the eyes, as well as 'traditionally' sustainable.

Sunday Best is curated by Spike Spijker as a follow-up to The Dutch, an exposition about the style DNA of Dutch men - with inspiring examples of Sunday clothing - at the previous edition of Modefabriek.

Not your average ties

One of the names you'll find at Sunday Best is Shaun Gordon. This South-Londoner is a London College of Fashion alumnus, but he taught himself the art of handmade ties for British '*gents*'. Shaun Gordon, who was inspired by his ever-stylish father, is a classic example of the new generation of designers picking up on sartorial traditions. His ties have been approved by Savile Row - they are sold by renowned tailor Steven Hitchcock - and Gordon also works as a designer at celebrated British shirtmakers Turnbull & Asser.

Welcome to the circus

The Brooklyn Circus / BKc is another must see. This label is based on purely American tailored classics ranging from varsity jackets, sweaters and jeans, to duster coats, plimsole sneakers and panel caps. Not only does the label remain faithful to the history of these iconic items, creator and designer Ouigi Theodore has set up a '100 year plan' for it. "I want to keep this popular American cultural heritage alive and kicking. Our history must persist, so that we can keep actively enriching our culture.

Head to toe

Shaun Gordon and The Brooklyn Circus's Ouigi Theodore are inspiring personifications of their historically-inspired 'Sunday Best' approach to menswear. It's a way of life that goes beyond any particular preference for clothes and accessories. At Sunday Best all aspects of this approach are synthesized, literally 'head to toe'. Plenty of reason to come to Modefabriek dressed in your Sunday Best!

For more information and high-res images, please contact:

PR Agency - IVY LEE

Steffie Henderson
steffie@ivylee.nl
+31 (0) 20 2410303

PR & Press - Modefabriek BV

Debbie Berbee
debbie@modefabriek.nl
+31 (0) 20 4421960
+31 (0)6 46404689

@modefabriek
modefabriek.nl

