

# FRANCESCA LAKE

KINGSTON, JAMAICA

PRESS RELEASE

SS25

September 12th 2024

London based designer FRANCESCA LAKE'S SS25 Collection titled "Aristocrass" is a celebration of the working class and notion of social mobility. Juxtaposing aristocracy and the labouring class centered around Jamaican heritage and socio-economic archetypes that tell a story of whimsy, nostalgia, bravado and economic coming of age.

The 18 look collection features both men's and women's ready-to-wear and closes with sculptural pieces indicative of the brands DNA and dramatic silhouettes, headpieces and detailing since the designers' graduation from Central Saint Martin's 2023.

A part of the digital presentation segment for LFW's DISCOVERYLAB SS25, this collection was shot in Kingston, Jamaica and directed by Fernando Hevia, on schedule for September 17, 2024 at 10:30AM telling the story of heritage and pride in a subdued yet theatrical manner that provides emotional fashion story telling synonymous with Lakes ethos.

The 15 look ready-to-wear component of this collection is broken down into 5 fabrication groupings, that offer balance and variety with well-rounded commercial appeal.

Ruched and two-tone hand dyed nylon tops and bottoms, bring vibrance and intricacy to simple, yet accessible womenswear silhouettes. Interpreted in menswear as an airbrushed and hand dyed bomber jacket and pant, adorned with the "Vehicle registration sticker" motif, as a callback to the exploration and metaphor of social mobility.

Stretch Taffeta grouping offers a simplified sophistication through its full-length circle skirt pant dress, with trouser detailing and detachable ruched motifs. A puff sleeve babydoll dress brings an air of innocence as its counterpart and opposite, and puff sleeve top and tiered puff skirt provide an element of growth and exaggeration for a more expressive consumer.

Our water-wheel motif has been airbrushed onto veg-tan leather, that appears in both men's and womenswear as a jacket, vest and vintage inspired mid-length skirt.

Mineral washed denim is seen throughout both men's and women's styles, through shorts, trousers and most excitably our 6-Panel Tudor hat that provides a new and interesting way of representing notions of nobility and aristocracy in a modern way.

This collection anchors itself in our "One, One, Cocoa Full Basket" print of women in Jamaica sorting cocoa beans in 1900. An integral part of our culture, this phrase is about taking things one step at a time in order to reach one's goal, in this case: social mobility.

Our print is the glue that grounds the collection in its overarching story of the celebration of the working class populous and nostalgia and is represented through printed charmeuse relaxed styles, from slip dress to button-front blouse, tie skirt, and relaxed drawstring trousers. Printed cotton twill is used throughout our menswear styles in the form of boxy short sleeve shirts, wide-leg pant and long sleeve button-front shirt. Printed stretch mesh styles from bodysuit to short and long sleeve tops offer effortless means of connecting to collection through simple silhouettes. And our printed bull denim in work jacket, shorts and 6-panel Tudor hat styles close out our menswear representation of this imagery.

Our accessories for this season range from our above-mentioned Tudor hat, License registration buckled belt and oversized raffia straw bag.

Showroom for this season will be held in London September 17th - 20th by appointment only.

Email: [studio@francescalake.com](mailto:studio@francescalake.com)

Tel: + 07388424953

Website: [www.francescalake.com](http://www.francescalake.com)

Instagram: [@francescalakeofficial](https://www.instagram.com/francescalakeofficial)