

LABRUM.  
**SOUND**  
DESIGNED BY AN IMMIGRANT  
**OF US**



**LABRUM.**  
AUTUMN / WINTER 2025  
SOUND OF US

@LABRUMLONDON

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**DESIGNED BY AN IMMIGRANT: SOUND OF US**

London, February 22, 2025 – LABRUM returns to London Fashion Week with **Sound of Us**, an electrifying exploration of cultural identity, migration, and the unifying force of music. Rooted in nostalgia and evolution, the collection draws inspiration from creative director Foday Dumbuya's journey as an immigrant from Sierra Leone, weaving together the sounds and stories that shaped his formative years in the early 2000s.

This season, LABRUM continues its partnership with adidas, a collaboration that resonates through shared values of heritage, music, and self-expression. **Sound of Us** channels the raw energy of early 2000s music culture, reinterpreting it through LABRUM's distinctive aesthetic - where tradition meets contemporary craftsmanship. Each piece tells a story, embodying the rhythms and narratives of migration, music, and style - just as the iconic adidas three stripes have done for generations. The addition of cowrie shells to the stripes of the timeless Superstar honors deep-rooted traditions, connections across continents, and the influence of African heritage.

LABRUM collaborates with British milliner Lucy Barlow to create the Trapper Snapper hat, crafted from repurposed adidas track pants, a design that redefines headwear through innovation and sustainability.

Set against the backdrop of London's ever-evolving cultural landscape, **Sound of Us** amplifies LABRUM's ongoing dialogue on identity and belonging. This season, the brand takes over Abbey Road Studios, transforming the iconic space into an immersive fusion of fashion and live performance. The show will feature innovative sets from EZRA COLLECTIVE, WRETCH 32, GHETTS, D DOUBLE, AKALA and DJ AG, bringing the collection's message to life through music, a fitting collaboration with adidas' deep musical roots.

Sustainability remains at the heart of LABRUM. In celebration of the brand's 10-year journey, **Sound of Us** revisits textiles from past collections, giving them new life through innovative craftsmanship. Signature silhouettes are reimagined in fresh fabrications, bridging past and present with a forward-thinking approach to design.

Tailored yet effortless, dynamic yet deeply personal, **Sound of Us** embodies the beauty of cultural exchange. Each piece is designed for movement, storytelling, and self-expression—inviting audiences to embrace individuality while honouring the collective rhythm that unites us all.

LABRUM AW25, **Designed By An Immigrant: Sound of Us** debuts at London Fashion Week on February 22, 2025, at the iconic Abbey Road Studios.

London Fashion Week Presentation

Date: February 22, 2025

Location: Abbey Road Studios, 3 Abbey Road, NW8 9AY

**LONDON FASHION WEEK**  
20-24 FEBRUARY 2025  
PRESENTED BY **1664**  
BLANC



**S'ABLE LABS**  
MELANIN INCLUSIVE SKINCARE

  
**Schwarzkopf**

FRANCE  1743  
**MOËT & CHANDON**  
CHAMPAGNE



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**LOOK 1**



**LOOK 2**



**LOOK 3**



**LOOK 4**

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**LOOK 5**



**LOOK 6**



**LOOK 7**



**LOOK 8**



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**LOOK 9**



**LOOK 10**



**LOOK 11**



**LOOK 12**

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**LOOK 13**



**LOOK 14**



**LOOK 15**



**LOOK 15**

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