

Geordie Campbell *British Boy

London, January 2025 – For Autumn/Winter 2026, Geordie Campbell presents Rough Pointe, a ready-to-wear collection inspired by Stephen Daldry's Billy Elliot. The collection looks at the space between toughness and tenderness, and the beauty of trying to look hard whilst looking soft.

The shapes come from a mix of references, with a strong pull from the 1980s silhouettes as seen in Billy Elliot: higher waists, exaggerated pleats, and a clear focus on workwear. These elements ground the collection in something practical and traditionally masculine.

Wanting to bring together the boyish energy of boxing with the flamboyance of ballet, Campbell plays with the contrast between the two. Workwear classics, boxing gear and denim - a new material direction for the brand - set the foundation. From there, the softness comes through, drawing on the expressive details of ballet dress code.

Ballet knits, tutu trims, hips exaggerated with extended bustles, and delicate duppion silk cut through the masculine noise. Additionally, our seasonal rework of the *Boy slogan takes a new name: *Glory Boy, a cheeky nod to queer culture whilst also referencing winning glory in a boxing ring.

Rough Pointe sits in an anti-macho middle ground - a collection shaped by the desire to be tough, whilst ultimately looking soft.

For Further brand updates and sample availability, please contact joanna@cellarltd.com