

WILLIAM ABNEY

SEPTEMBER 2020 ("PRE-LONDON")



This season William Abney went for the jugular with his somberly theatrical presentation, "PRE-LONDON MENSWEAR PUBLICATION 2020". The menswear mini-collection portrays a reality that consists of stately yet approachable menswear. Hyper-dystopian detailing and color-blocking of cohesive materials throughout the garments instill a sense of ceremonial pride, poise and calmness. There is no usage of buttons, zippers or pockets in any of the clothes to represent simplicity and lucidity. Tattered edges fire signal to a state of emergency.

With totaling at little less than 100 photographs, the story Abney is telling through the work discusses the topics of death and forgiveness of oneself. The photos begin to unravel a specific mistake that was made by an individual and thus the viewer begins to formulate the skeletons of a perplexing story.

During the development of this season's work, Abney relied heavily on the works of musical artists such as The National, Zola Jesus and Modest Mouse to inspire the overall aesthetic and tone. Poets such as Bukowski and Anne Carson were given homage by the designer presenting a similar tone poem of their trademark melancholy peacefulness. The music and the poems eventually began to converge and these clothes, photographs and videos are the results of this transfusion.

The work seems to romanticize all things wrong in the world: addiction, suicide, hatred for others as well as oneself, depression, and hopelessness (especially in a higher power), which provides a swelling portrayal of Abney's past traumas. It broke my heart.

-Nate Frederickson (model for Abney)

William Abney is an individual and not yet a business. London Fashion Week (September 2020) is the designer's first virtual showcase. The individual himself designs and creates the clothing, directs and shoots the photographs and films, and self-runs his online store. The designer will begin his fashion studies at the London College of Fashion in Autumn of 2021.

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