

FRANCESCA LAKE

KINGSTON, JAMAICA

PRESS RELEASE SS26

September 16, 2025

While studying under David Kappo at Central Saint Martins, Lakes exploration of the school uniform as an equalizer to socio-economic divide began. Today we see that exploration find footing in the SS26 Capsule Collection titled “Uniform | 1st Form”.

Shot in Kingston, Jamaica, set at Trench Town Primary School and filmed by director Oshane Junior/ Shane Creative, this 9 look collection, of both mens and womenswear garments, tells a story where youthful innocence meets adolescent badness in the culmination of individuality, through the nuances of Jamaican culture and society.

In Lakes early exploration she questions “What is real richness, What does it even mean? Are you from uptown, downtown or somewhere in between?” Positioning the notion of richness from ones individuality and persona, as opposed to monetary wealth.

From references of childhood school games such as “Bull in the Pen”, to the 3D printed, flocking coated oversized objects of the recorder, hair clip and T-square, to hair bows and bubbles, to “khaki suit” and brownie guides, to the fit of ones uniform both before and after school. The different characterizations of this experience reign throughout this collection to capture its evolution.

Gingham Print, a fabric pattern often used throughout Jamaican preparatory schools, is reinterpreted through laser printed denim, silk taffeta and cotton covered bamboo, that both cocoon the body in conceptual articulation and wearable code.

Traditional cotton twill is used to capture the tailored elements of the uniform and velvet enclosed over-the-top head pieces remain a constant in Lakes design language of overt bravado to represent the creative audacity of bold expression.

The construct of the uniform provides balance from societal judgement, as this work serves to challenge social inequalities by amplifying and celebrating tones and opportunities of equilibria within a segmented reality.

Email: info@francescalake.com
Sales: studio@francescalake.com
Web: www.francescalake.com
Instagram: [@francescalakeofficial](https://www.instagram.com/francescalakeofficial)