



## ANALOGUE FAIRYDUST

Spring Summer 2021

- Inspiration -

In December 2019, Stephen Jones collaborated with Kim Jones for the Dior Man Fall fashion show in Miami. During that time, there was a brief moment where he found himself sandwiched between two legends of the fashion world, Barbara Hulanicki and Shawn Stussy.

I am sure we would all want to be privy to the full conversation that these three fashion musketeers were having, but amongst this chit-chat Shawn smiled and remarked 'it's all analogue, that's what I do...by hand...' in which Barbara replied, 'well clothes have to have sparkle...Fairydust, that's what people want and why they buy them.'

Fast forward 3 months later, who would have predicted that the world would cease, countries close their doors, families shut up houses, resulting in a viral eclipse. This pause button on life forced Stephen to reflect and analyse the world that was, is and what will be 'normality' for us in the future.

While searching for the meaning of life, Stephen could not help but focus on the Planet in which we live. This sphere became the core inspiration, not only a mathematical silhouette, but a symbolic message, of unity, togetherness and circles of life. Virtual hugs; the many hugs he yearned to give loved ones. This equator effect translated into the round fluid shapes of this season's hats.

Mother Earth being the beating heart to this planet - the colour blue, The Blue Planet. Blue, the colour of the uniforms that have worked selflessly on the frontline, risking their lives. It's a colour of trust, strength, serenity and peace.

- Analogue Fairydust -

The challenging times we are living in, presented the question - How can we create something when the Atelier is closed, no fabrics or straws available, no heads of the workrooms to toile and develop the collection?

The answer - Analogue Magic!

For Spring Summer 2021, Stephen Jones Millinery would proudly like to present a preview to his collection 'Analogue Fairydust', a collaboration with the digital character Noonouri. They invite you to see through the looking glass into the creative process of next season's millinery fantasies.

It's been 40 years since Stephen Jones was forced to strip back his creative process and started working with his miniature wooden poupée. Using scraps of fabrics, post-it notes and pins; anything to create these miniature hats, this then mapped out the collection. Without the resources to physically make and develop the hats, Stephen had to design a 'new' creative process. This is when the 'Analogue' was transported to the digital world. After many zoom calls and email exchanges, Noonouri and her creator Joerg Zuber came to the rescue!

Is it real or is it fantasy? The pair invented a new way of dreaming up hats through fairydust technology. From a crashing wave crown in the colour of dusk to a Fantasia mask dusted with stars. An insight of what is to come from Stephen Jones Millinery, a flight of imagination for the future, into what we hope will be a better world to come.