

The DANIEL w. FLETCHER Pre-Spring 2021 collection takes the form of 24 individual pieces all designed for now. Each is consciously made in England and will be available to buy at DanielWFletcher.com when the collection is unveiled during London Fashion Week. This approach is a reflection of the designer's ever-changing and adaptive way of responding to the consumer.

This is the second time that Fletcher has adopted this business model to focus on a refined edit of pieces designed to be worn immediately and follows the successful collection released just three months ago, during the reimagined autumn/winter 2020 London Fashion Week.

"For me, offering smaller capsules, which are scaled to work with the current size of the DANIEL w. FLETCHER brand, and also prove to be more conscious towards our environmental impact is a much more efficient and effective way of working," the designer says.

Design wise, the Pre-Spring 2021 collection looks to the British seaside, with influences ranging from deckchair stripes to rugby jersey silhouettes and short hemlines to offer a more provocative approach to Fletcher's constant source of inspiration: British heritage. He also returns to his signature split hems, midriff-revealing zips and covetable merino wool accessories to include a brighter perspective in this optimistic capsule collection.

Fletcher continues to work with local manufacturers, while also reusing existing materials and dead stock fabrics from the studio, adding the effect of panelled stripes and limited-run pieces, including a one-off signature duffle coat made from production off-cuts.

DANIEL w. FLETCHER Pre-Spring 2021 is released at 9am on Friday 18th September at www.danielwfletcher.com.