

# Geordie Campbell \*British Boy

**London, September 2025** – For Spring/Summer 2026, Geordie Campbell introduces *The Inconvenience of Differences*. This collection asks the question, what happens to the value of a garment when small changes alter its familiar form?

Inspired by Swiss artist Méret Oppenheim's famous *Le Déjeuner en fourrure* - a teacup and saucer remade in fur, Campbell wanted to explore a similar shift in garments. Classic shapes are reworked in purposeless ways; 1980s-style athletic shorts in wool suiting, cotton jersey vests fixed with permanent cummerbunds and button plackets that don't quite reach their end. Each piece tests the patience of its wearer, pushing against comfort and convention.

A second reference comes from artist Rachel Whiteread's sculpture *House* - a cast of a Victorian home with windows and stairs that lead nowhere. Having explored window references in past collections, Campbell now turns to curtains, the objects that hide and frame them. This season features curtain dresses, damask curtain fabrics and knitwear with crochet curtain details, treated with a sense of childish playfulness.

This season also marks Campbell's debut on the official London Fashion Week schedule as a DiscoveryLAB designer. To accompany the collection, a short film has been created; *Architecture of a Peacock*, starring actor and writer Ellis Howard. The film reflects on queer coming-of-age and the process of self-discovery, with imagery drawn from childhood bedrooms, children's furniture, and a voiceover from Howard about his upbringing in Liverpool. The result is a tender exploration of what it feels like to outgrow the idea of home.

Geordie Campbell's previous and current collections are available to view and purchase at [geordiecampbell.com](https://geordiecampbell.com)

For further brand updates and sample availability, please contact [joanna@cellarltd.com](mailto:joanna@cellarltd.com).