



### **Spring Summer 2022 Menswear Collection**

Kaushik Velendra's Spring Summer 2022 Menswear collection draws inspiration from people, with a strong focus on anatomy and personality. This collection celebrates people from different-walks of life.

This season the collection embraces the juxtaposition of structure and fluidity and offers a gateway to a new menswear world, creating a new species all together. The collection expands to a wider range of ready-to-wear essentials and couture. Each look reveals a unique element of surprise from every angle at the core of its design. Thus providing a whole new take on construction.

Hand-crafted, tailored and produced in the London Hoxton atelier, the menswear collection consists of 32 power looks.

Offering an inclusive experience, the new atelier and studio are open for customers to experience the design process and for creatives from across London to use as a safe working space – a personal struggle defining Kaushik's motivation.

### **Designer Biography**

Kaushik Velendra is a cutting-edge luxury menswear brand forging a new paradigm of traditional tailoring combined with the latest innovation in fabrication and construction. Kaushik Velendra was the first Indian-born graduate from the prestigious MA Menswear Fashion program at Central Saint Martins, which he completed with distinction and showcased at London Fashion Week in 2019.

He since showed officially to the wider public during London Fashion Week Men's in January 2020, followed by market in Paris, and London Fashion Week in 2021. Velendra has dressed the great and the good across all creative and entertainment industries including the Grammy's, BAFTAS, Bollywood Filmfare and most recently the BFC Ambassador for Positive Change and Hollywood star, Priyanka Chopra who wore one of his armour inspired designs to host the Fashion Awards 2020. He is the former LVMH Prize semi-finalist shortlisted for last year's LVMH Prize.

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**Casting** | Shelley Durkan

**Hair** | Dexter Johnson for Toni & Guy

**Make-up** | Maria Comparetto for The Only Agency using 111Skin

**Music** | Frankmusik

**Choreography** | Ryan Chappell

**Production** | INCA Productions

**Global PR & Communications** | PURPLE

**After Party DJ** | Fat Tony

**With thanks** | Cîroc Vodka and CanO Water