



PATRICK McDOWELL

CINDERELLA SHALL GO TO THE FOOTBALL



This season, in a retelling of Cinderella's story intertwined with Patrick's own sustainable fantasy, we are brought a new collection. A tale reimagined and retold - 'Cinderella Shall Go to the Football.' Furthering their celebration of strong women, McDowell has combined the opulence and magic of Cinderella with culturally iconic sportswear. Putting the Femme into Football, the Princess will dazzle on the turf; in Swarovski jewelled boots and regal silhouettes. McDowell brings the fandom of Liverpoolian glamour to make the belle of the ball.

Through colour blocking, McDowell makes playful reference to the infamous rivalry of Everton FC and Liverpool FC. We see both team's iconic colour palettes reimagined, combined and juxtaposed. Strikes of iconic red and chartreuse stand against the vibrant Liverpool and Everton Kit colours. Paired with dashes of Cinderella blue and accented throughout with noir. Prints include dried flowers from Patrick's Previous runway, football pitch mushrooms and magical rain drops, sensational crystals and the Red Aids ribbon that will support Patrick's ongoing relationship with Positive East, London's leading HIV charity. McDowell marries contemporary and classical design; using couture practices to redefine sportswear. Reinventing Cinderella's dress with modern Liverpoolian adaptations and reimagining the glass slipper with upcycled Swarovski crystal football boots.

LOOKBOOK CREDITS:

Creative Director - Patrick McDowell
Photographer - Lorenzo Berni
Styling - Emily Evans
Choreography - Richard Pye
Hair - Toni and Guy
Makeup - Daniel Bauer
Model 1 - Viren Bhalla
Model 2 - Alek Walent
Assisted By - Niamh Dobson
Location - The Mills Fabrica



LOOK 1: Jaq Blazer in Dried Flower Print, Jaq Trousers in Dried Flower Print, Wag Bag in sustainably tanned and finished Black Leather.



LOOK 2: Fairy Godmother Cape, Gus Blazer and Bruno Trouser in Mushroom Print.



LOOK 3: Gus Blazer in Cinderella Blue Manteco Wool, Vintage Football Shorts embellished with Swarovski Crystals.



LOOK 4: Lady Tremaine Football Shirt Dress in Water Print.



LOOK 5: Beatrice Puffer Coat in Yellow Silk, Prudence Corset in Crystal Print, Major Shorts in Crystal Print.



LOOK 6: Vintage Football Top embellished with Swarovski Crystals, Footman Kilt in Harris Tweed Tartan.



LOOK 7: Daphne Riding Jacket in Blue Vintage Silk, Major Football Shorts in Red Ribbon Print.



LOOK 8: Francis Jacket in Teal Manteco Wool, Ella Slip Skirt in Dried Flower Print.



LOOK 9: Anastasia Dress in Red Ribbon Print, Fairy Godmother Cape in Red Ribbon Print.



LOOK 10: Drizella Dress in Dried Flower Print.



LOOK 11: Jean Louis Puffer Coat in Yellow Silk, Vintage Football Kit embellished with Swarovski Crystals.



LOOK 12: Ashley Kaftan in Crystal Print.



LOOK 13: Lucifer Puffer Coat in sustainably tanned and finished Black Leather, Vintage Football Top embellished with Swarovski Crystals, Boxer Shorts in Black Taffeta.



LOOK 14: Francis Jacket in sustainably tanned and finished Blue Leather, Gerard Football Skirt made from Vintage Football Tops, Wag Bag in sustainably tanned and finished Blue Leather.



LOOK 15: Beatrice Puffer Coat in Dried Flower Print, Victoire Trousers in Black Wool.



LOOK 16: Dauphin Corset Blazer in Cream Wool and Mushroom Print, Vintage Football Shorts embellished with Swarovski Crystals.



LOOK 17: Phillipe Long Coat in Mushroom Print, Sophie Trouser in Mushroom Print.



LOOK 18: Baron Tailcoat in Black Taffeta, Footman Kilt in Black Taffeta, Kit Bag in sustainably tanned and finished Black Leather, embellished with Swarovski Crystals.



LOOK 19: Josephe Tailcoat in Red Ribbon Print, Jaq Trousers in Red Ribbon Print, Kit Bag in sustainably tanned and finished Blue Leather.



LOOK 20: Francis Jacket in Harris Tweed Tartan, Lily Dress in White Chiffon.



LOOK 21: Cinderella Ball Gown in Dried Flower Print.



LOOK 22: Captain Ball Gown in Red Silk Canvas.