



# TREDDENICK

SS//23

DISCOVERY LAB LONDON FASHION WEEK

PRESS RELEASE

20th SEPTEMBER 2022

**TREDDENICK SHOWCASES SECOND COLLECTION AS DISCOVERY LAB RECIPIENT FOR LONDON FASHION WEEK ON SEPTEMBER 20th 2022 at 09:50 AS PART OF THE EMERGING DIGITAL TALENT PLATFORM.**

*'The SS//23 collection was inspired by the 1981 Arena documentary 'Chelsea hotel'. Built in 1873 Hotel Chelsea has played home to some of the most influential people of the 20th century, inhabited by people such as Robert Maplethorpe & Andy Warhol, each bringing their flair to the famous New York city landmark. The collection explores traditional tailoring techniques, contrasting cut and fabrics to create interchangeable pieces that are made from the finest deadstock materials in our London studio.'*

*During this season we were incredibly saddened by the death of Her Majesty Queen Elizabeth II. As an individual I have worked with the Prince's Trust to create my business, studied at the Royal College of Art and been inspired by the royal family's fashions throughout my life. Witnessing how her service and leadership have improved mine and other people's lives is something that I am incredibly grateful for.'*

*We dedicate this season to the life and service of Her Majesty Queen Elizabeth II.'*

*Jake Treddenick Creative Director*

Photographed & Filmed by Pim van Baalen.  
Featuring Zakary Shervington, Assisted by Nellie Aquilina & Winston Duke.  
Sound & Music by Daniel Wakefield.

SS//23 CAMPAIGN VIDEO:  
<https://youtu.be/w7kRfJSGaw8>

For Press & Sales enquiries please email:  
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WWW.TREDDENICK.CO.UK