



wearable philosophy.

Press Release

Down The Rabbit Hole

Jeff Garner's new collection "Down the Rabbit Hole" presented by Thomas Goode & Co on opening night of LFW, September 17th, 2020 at the prestigious emporium of Thomas Goode & Co.. A global institution known for showcasing the world's most highly regarded heritage brands. Goode's iconic 18,000 square foot South Audley Street London house will play host to Prophetik for an intimate gathering in and amongst a selection of the world's finest names including Herend and Meissen for porcelain; and introducing collaboration with Mr. Garner on a dinnerware collection. What began 18 years ago in Tennessee, Prophetik has evolved from major catwalks to the red carpet. The mission is to enlighten consumers of the harmful effects of synthetic fabrics & dyes in everyday garments and to provide a beautiful solution & a purposed vision of awareness designing with plant based textiles & dyes.

"Down the Rabbit Hole" defines a fantasy world in an unknown abyss seeking to discover yet venturing with no path. Garner draws thought provoking silhouettes Victorian Influenced mismatched natural fabrics of hemp, linen, silk, from Indonesia, Scotland, and the Americas creating a visual plethora for a mad hatter dinner party. Bespoke hats designed by Malibu friend Teresa Foglia. Plant dyed sun kissed golds, deep indigos, and moody smoke tones give layers to this English Bohemian couture art collection.

~About~

Romantic visual artist, pioneer, and unconventional southern gentleman designer Jeff Garner and his sustainable label Prophetik are on a path of transformation, leading the evolution of fashion and changing our perception of luxury. Mr. Garner was named one of 40 top artists in the US and his works are in the Smithsonian's Renwick Gallery and TN State Museum. Garner has designed red carpet looks for the likes of Gisele Bündchen, Taylor Swift, Rihanna, Miley Cyrus, and Sheryl Crow. Garner most recently won an Emmy for his documentary on Sustainable Fashion called Remastered by design sensory.

This season Mr. Garner is launching his new sustainable non-toxic hemp boxer & intimates collection *Wolf X Rose*. Already worn by leading Hollywood men Edward Norton, Gerald Butler, and Sting to name a few. "Reimagining the way you care for your most intimate self" www.wolfxrose.com

Images: www.vogue.co.uk/brand/prophetik *Emmy Documentary:* www.remasteredtheshow.com

For further information, samples, interview requests or images contact:
Pop PR: e.portia@poppr.co



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