

ROBYN LYNCH

Robyn Lynch channels nostalgia and sustainability in new Columbia up-cycling project

Nostalgic of her late teenage years, Robyn Lynch most cherishes her fun school ski trips and hanging out with her friends at the local park. The photographs of those moments, taken on point-and-shoot cameras with an obligatory timestamp in the corner of the frame, capture the youthful spirit and the clear-cut aesthetic of the late noughties. With gelled hair and heavy black eyeliner, Robyn and her mates Gareth, Jake, Ashley and others all have one thing in common – the graphic Columbia logo reflecting off their puffers. ‘It was like our unofficial school jacket,’ remembers Robyn who, after spending the past year reminiscing, decided to reach out to the American outdoor brand with a proposal to rework their deadstock pieces into her most personal outing yet. This being Robyn’s second partnership with a specialist heritage brand marks the further development in her brand’s direction, with mainline wholesale collections taking a back seat for now.

The capsule collection, which is being shown as part of the brand’s NEWGEN debut at London Fashion Week this June, presents a mash-up of Columbia’s traditional outdoor codes puzzled into the brand signatures Robyn has been developing since her AW19 debut.

At the beginning of her mathematical design process, Robyn chose the pieces according to their shades, which subconsciously resulted in three colour families that make an impact of a stylised Irish flag.

The deadstock garments are then individually deconstructed and calculated into shapes and cuts Robyn is known for. ‘As I was unpicking the Columbia pieces, I could see the quality of them was unreal,’ the designer says. She then combined them with panels of new fabrics, with a conscious effort on representing

sustainability here too. Nylons made from ocean waste and biodegradable manmade textiles are thoughtfully put together in order to maximise the use of deadstock garments.

One and a half pairs of ski trousers are cut and transformed into a punchy neon yellow jacket, with the waistband turning into an adjustable belt that cinches in the waist. The extra half of the trouser was reworked into a matching bucket hat. Instead of fully erasing the original features of the garment, Robyn embraces them as all trouser pockets remain functional. Another key piece from the collection is a pair of beige tracksuit bottoms that nod to a straight ski trouser shape, finished here in an everyday cotton fabric. The inserted panels with snap buttons on the bottom complete the outdoorsy look. Elements of Robyn’s standout chunky cable knitwear weaves throughout the collection, both in the form of her staple vest with an added pocket as well as in a new, hybrid form as a detachable front on a rusty orange padded jacket silhouette from SS20.

Accessories have been part of Robyn’s output from the beginning, but have now found a spotlight of their own, with bags and hats created out of surplus panels from Columbia’s garments. Nothing goes to waste as the adjustable green cross-body bag matches a bucket hat and a knitted vest in her own version of fashionable hiking gear, embellished with new logo charms dangling off silver chains.

To present this capsule collection, Robyn teamed up with director Spencer Young to create a video that captures the active nature of the garments in the context of the designer’s personal memories. The short film sees models roaming around a surreal landscape of rocks and caves, with a special soundtrack composed by Northern Irish musician Or:la.

About Columbia

Columbia, the flagship brand of Portland, Oregon-based Columbia Sportswear Company, has been creating innovative apparel, footwear, accessories, and equipment for outdoor enthusiasts since 1938. Columbia has become a leading global brand by channeling the company's passion for the outdoors and innovative spirit into technologies and performance products that keep people warm, dry, cool, and protected year-round. To learn more, please visit the company's website at www.columbia.com.

About Robyn Lynch

Dublin-born menswear designer Robyn Lynch founded her eponymous brand upon graduating from the Menswear MA at the University of Westminster in June 2018. Having previously studied Printed Textiles at the National College of Art and Design in Dublin, Lynch brings together memories of her Irish upbringing and culture with a youthful design approach that reforms traditional ideas of menswear. She has shown twice with Fashion East, before making her solo presentation debut at London Fashion Week Men in January 2020. After collaborating with Rapha in 2020, this collection marks her second partnership in the 'Robyn Lynch supported by...' series which sees the designer reconstructing specialist brands' deadstock garments.

www.robynlynch.co.uk

Credits

Creative Director: Robyn Lynch
Director: Spencer Young
Producer: Ed Fairweather
Production Company: Black Eye Films
DOP: Alfred Thirolle
1st AD: Grace Ault
1st AC: Ollie Pearson
2nd AC: Patrycja Katarzyna Cygan
Spark: Gian Calipa
Spark: Joe Mullin
Steadicam Op: Tom Colli
Projection mapping: Nick Wong
Camera Trainee: Olivia Morrison
Production Manager: Matthew Wickens
Production Manager / Covid-19 Officer: Hannah Jones
Stylist: Ben Schofield
Casting Director: Lyly Bui
Grooming: Jimmy Jones
Look Book Photographer: Philip White
Photographers assistant: Tom Skinner
Show Notes: Dino Bonačić
Models: Woosang @Premier
Adam @Models1
Sound Design: Or:la
Styling Assistant: Kit Swann
Brand Assistant: Lily Willan

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Abidah Begum, Rory Townsend, Rhianna Bell, Emma Murray, Jordan Ellison, Barry Taylor,
Mam, Dad, Enya & Adi.