

# JORDANLUCA

JORDANLUCA SS22 Woman, which is launched on 20 September, celebrates and unites three important themes – body positivity, the UK and living in the present.

Why, when the present is the only thing that we have, do we so often let it slip from us like vapour? And why, given how precious and finite each moment is, do we take so many of them for granted, using our time to contemplate what lies in the past or to fret about what awaits us up ahead, instead of being here right now. As JORDANLUCA move into a post-hedonistic period of life, with their focus on recovery, sobriety and living in the now, these questions are more pertinent than ever.

The womenswear collection picks up on the themes introduced in SS22 Man - it's an exploration of the zone where sexuality and self-destruction overlap and an examination of the way in which youthful energy oscillates between wisdom and wild adventurism. It's about probing the very substance of each moment, not before or after but as the moment occurs. It marries the opposing qualities of the abrasive and the tender.

SS22 Woman invites you into an alternative Garden of Eden and introduces you to an Adam and two Eves who, unlike their biblical forebears, are not weighted down by shame. In lieu of fig leaves, they wear mechanically assembled flowers of artist Alexei Izmaylov. They're empowered, not diminished, by their sexuality and the snake has come, not to bring about their downfall, but to bear witness to a rapturous, erotic communion, a celebration of the body and of youthful exploration.

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Alexei Alexander Izmaylov is a visual artist who's practice ping pongs between image making and sculpture. His work is primarily composed of original 'functional' objects and procured industrial elements that perform as part of a propositional and evolutionary ecosystem - threading together notions of play, power, commercialisation and illicit desire.

For this collection of sculptural flowers, titled FLORALS FOR SPRING? and presented under the pseudonym #izmaylovismylove, Alexei employs his signature visual language of strewn cable ties, knotted climbing rope, meticulously machined components and mechanical assembly using stainless steel hardware. In doing so he draws aesthetic inspiration from handicraft, rosettes and robots. The result is a 'jungle' loaded with symbolism — a wearable homage to reinvention, rebirth and reformation.

The full collection will launch through [www.londonfashionweek.co.uk](http://www.londonfashionweek.co.uk)  
20th September 2021 at 15:00 BST.

SUBSCRIBE to JORDANLUCA.COM to receive the uncensored edit.  
This will be followed by a fully uncensored version on OnlyFans.

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Jordan Bowen and Luca Marchetto established JORDANLUCA in 2018.

The creative forces behind JORDANLUCA bring together an authenticity to counterculture and a commitment to craftsmanship.

Merging Italian heritage with the raw intensity of London, Jordan and Luca take a holistic approach to menswear and masculinity. A visceral instinct to study the form and its possibilities.

The creative process is a catharsis. A focus emerging from their many years in Recovery.

JORDANLUCA is stocked in some of the world's most prestigious stockists including LN-CC, HLorenzo, Harvey Nichols, LECLAIREUR, 10 Corso Como and the collections are featured in key international publications such as WWD, VOGUE Runway, i-D, New York Times, LOVE Magazine and SHOWStudio.