



Introducing the Parallel 51 Collection

We are thrilled to introduce London based rainwear brand, Meriwether, to London Fashion Week for the very first time. Meriwether will be showcasing their core collection along with their latest launch, the Zadie raincoat, through their brand video Parallel 51: The Urban 365 Collection. This collection is a dynamic study of the contrast between the demanding life in the city and the fluctuating weather in London.

Meriwether specialises in raincoats and accessories for women. The concept was inspired by everyday life in the city where rain and unexpected downpours are a frequent and inescapable backdrop. The goal was to create a collection that would not only protect the wearer from inclement weather conditions, but also allow them to look elegant, stylish and empowered. The resulting collection of coats is timeless, effortless and with a dash of modernity. Beige, navy and olive meet A-line silhouettes and slightly oversized styles, creating a truly contemporary aesthetic. Meriwether launched in 2021 and is the brainchild of Lidija Milic, a Croatian-born, London-based ex-finance industry professional. Together with Brazilian-born designer Marilia Biasi, the duo have been on a mission to create rainwear collections that combine technical fabrics and bonding technology with beautiful design.

For Parallel 51, Meriwether seeks to challenge pre-conceived notions of seasonal fashion:

Founder Lidija Milic: 'Our goal is to eschew the traditional fashion calendar and to focus on sustainable, long-lasting, classic pieces which can be worn 365 days a year. Parallel 51 is our mid-weight collection, named after the parallel which passes through our hometown of London, and the one which we seek to showcase in a dynamic video set around the City.'

The campaign is brought to life through the contrast of classic, luxurious pieces against the stark backdrop of high-rises in the City of London. As the birthplace and inspiration of Meriwether, the UK capital is the perfect setting to showcase its 365 Collection. In the video, the coats take on two roles: to create a secure yet delicate cocoon against the weather, whilst also working as a statement piece which enhances any outfit and elevates the wearer above the mass of glass and concrete. The outerwear always embodies the perfect union of style and substance.

High performance and sustainability play a big part in Meriwether's concept; all the pieces are made with impermeable, quick-drying fabrics sourced from conscious producers. Durability and functionality are core to the creation process: the coats have been built to last through a combination of thoughtful design choices and the careful selection of high-quality materials. Meriwether's values its role as a positive catalyst for social responsibility in the fashion business, and the brand exclusively works with factories that pay a fair living wage.

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