

**CHARLES JEFFREY**

# **LOVERBOY**

**(SELF)Portrait of a LOVERBOY**

**Charles Jeffrey LOVERBOY PS21 unisex capsule collection**



***June 2020 - LOVERBOY releases a collection designed and executed under lockdown. The 20-piece unisex capsule of jersey, knitwear and accessories is emblazoned with graphic abstractions of self-portraiture captured by Charles during a period of self-reflection and isolation. Combining digital and screen-printing techniques, the personal source material is rendered across oversized hoodies and sweats, merino wool knits, and GOTS certified cotton basics.***

**References include some of the label's most comforting creative touchstones: 1980's music posters, nightlife icons and legends, and the transformative power of make-up.**

**An exploration of identity sits at the heart of LOVERBOY - followers of the label's trajectory will note the link to Spring/Summer '18's title 'Portrait of a LOVERBOY' which firmly introduced the sense of joy which has come to define the brand. As the world has looked to comfort and introspection as a means of healing, this range represents an authentic and timely output from a brand known for its ability to divine the moment.**

**5% of the proceeds from global sales of this collection will be donated to Kaleidoscope Trust, an organisation working to uphold the human rights of LGBT+ people in countries around the world where they are discriminated against or marginalised due to their sexual orientation, gender identity and/or gender expression.**

**An electric creative campaign, styled by Charles and shot by photographer Alex Petch, sees the capsule shot on a vibrant line-up of young-London's new fashion voices: Fashion commentator, PAQ presenter and poet Shaquille-Aaron Keith (@shakka.d.badmon); model and trans activist Gigi Hari (@gigi.hari); Culted presenter and model Omolola Onasanya (@omogirl\_\_); techno DJ Judith Klempner (@das\_klemp); designer and CSM graduate Louis Chen (@chenshengtao); model and designer Julian Scarry (@scarryjulian).**

**The collection will launch in December.  
Prices from £50 - £520.**

### **About Kaleidoscope Trust**

**Kaleidoscope Trust works to uphold the human rights of LGBT+ people in countries around the world where they are discriminated against or marginalised due to their sexual orientation, gender identity and/or gender expression. The Trust dares to envision a world where LGBT+ people everywhere, irrespective of their country of birth or residence, are free, equal, and in full possession of the rights to which they are entitled. Recent months have seen the activation of the Kaleidoscope Trust COVID-19 Response Campaign; Grassroots LGBT+ activists and civil society organisations are in desperate need of funds to support the marginalised communities they serve. While we put increased pressure on governments around the world to step up and release vital funds, Kaleidoscope Trust is asking for the public's help supporting LGBTI+ people around the world during - and beyond - the Covid-19 crisis.**

**<https://kaleidoscopetrust.com/covid-19/>**

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