

The name 'Richard Quinn' is written in a fluid, black, cursive script. The letters are connected, with a prominent dot above the 'i' in 'Quinn'.

Autumn/Winter 2021 - Richard Quinn's AW21 collection is showcased through a cinematic lens; multiple film scenes unfold, allowing the clothes to tell a story of their own. Reminiscent of classic technicolour films, the show imbues Hollywood extravagance with darker undertones.

The story begins in the dark and rain; latex cats glisten and gleam under neon lights. We move from here to a Soho street, where characters from Richard Quinn's AW21 collection weave and cross paths.

Fully embroidered gowns, embellished with sequins, crystals, gold and silver can be glimpsed through the windows. Walking down the street are girls dressed in exaggerated silhouettes, from extravagant gowns to oversized puffers. The looks are paired with newly launched Richard Quinn accessories, including the Viper Boot and the Daisy Bag.

From here, we enter into the World of Richard Quinn. Our unsuspecting protagonist is plunged into a world of fantasy; the vision is one of beauty, glamour and extravagance, tempered with a dark edge.

At first, we come upon a ballet, the dancers in shining black latex beneath fully crystalised dresses.

No sooner has the dance come to a close before we fall through the wall into the Richard Quinn atelier. The impression here is of a work-in-progress, unfinished toiles and patterns lining the walls; but the vision only becomes more spectacular as the mannequins begin to come to life and sweep the protagonist into a grand ballroom.

Prints and embroidery fill the room in a whirlwind of colour, as both menswear and womenswear pieces are caught up in a waltz.

As we leave the ballroom, we fall deeper and deeper into the World of Richard Quinn.

The next scene takes place in a fully printed room; the walls and floor appear to come to life as dancers emerge from every angle. Every surface is covered in print, from the floor, to the ceiling, to the people themselves, creating an image that is both surreal and spectacular. Beyond the printed room lies a colony of cats, dressed in shining black latex and leather; they glisten and gleam, bathed in a purple glow. The cats entice our protagonist, drawing her into their clutches as they dance.

The final scene, the wedding, showcases the entire AW21 collection together; a fully embellished Priest, Nun, Bride and Groom overlook the scene as the guests join the wedding dance. In a riot of colour, texture, print and embroidery, close-up shots flash before our eyes, leaving behind a vision of care and attention to detail.

In line with the AW21 collection, which was designed in-house, the film was crafted entirely in London. All sets were designed by Richard, creating an overall vision that reflects and complements the clothes themselves. Working in the medium of film has allowed Richard to bring this season's collection to life in a new way, creating a fantasy in which the viewer can become fully immersed.