

GRAVALOT



GRAVALOT PRESENTS HEAVY WEATHER

JANUARY 19, 2022 – FOR IMMEDIATE RELEASE

The *Heavy Weather* collection started with the lofty aim to represent this statement, “Modern society extending through the extremities of capitalism, seems to commodify everything in the physical and spiritual realms. It exhausts itself with the transformation of the natural world into objects of control, only to confound itself in the degradation of the environment, the desolation of society and the hollowing of human character.”

How we’ve addressed this to create a capsule collection comprised of deadstock, workwear and high-end fabrics. The deastock fabrics sometimes left to the landfills have been transformed. A partially wrinkled, vertically striped suit, a representation of the past: shearing at its very seams. Workwear fabrics with a nod to cotton drill, an under-utilised fabric in the high-end market, used on

jackets and trousers to represent the work needed in our current times to steer ourselves onto a path of correction. High end fabrics, the ultimate representation of our desired next step, where fabrics are crafted with care and maintain a negligible effect on the environment.

We continue with elements dear to our image, particularly the cowrie shell which is placed on a few necklines, bucket caps with tails that hark to tribes of the world where the free movement of garments serve as critical features of their identity. And finally we introduce the hibiscus, a personal favourite of The Designer. Hand drawn and digitally printed on select pieces while also handcrafted in red cotton webbing and sewn prominently on the chest, akin to a badge.

So here's to us.

Onye Anuna

ABOUT GRAVALOT

Gravalot is an Afro-Contemporary menswear label rooted in the historical exploration and progression of black cultures. Garments are crafted with local artisans

while modern and traditional materials are adapted into contemporary designs ready for the international stage.

Ste. 1627 Kemp House, 152 - 160 City Road, London,
EC1V 2NX, UK · gravalot.com · them@gravalot.com

###