

# palmer // harding

a journey of emotions

pre-fall 22 // fall 22

This collection is a documentation of the emotional journey we experienced over the past 6 months.

The design development began after a period of perspective. In the process of self examination we identified that for too long the sole focus of our lives revolved around work and the strenuous pace/demands of our industry. This had taken its toll on our mental health. In an effort to shake the constraints of chronic stress we began to prioritise our personal happiness through therapeutic self love, opening up and shedding the constraints of the status quo.

Starting with the pre-fall collection (shot on a black background) we explore new cutting methods such as bias "Loop" dresses which circle back onto themselves, referencing the stresses of a recurring emotional loop. Other areas of innovation include the off-the-shoulder "Release" pieces, here dresses and tops are developed through a precise single cut in the centre of a piece of cloth which is allowed to fall open - a concept that reminds us that to find happiness one must cut deep into the self and expose vulnerabilities. In fabrication, we continue to work with morse coded Broderie Anglaise - this season its message is a reminder that "anything can be a distraction to happiness".

Alongside the development process for our main fall 2022 collection (shot on a white/beige background) we had our creative identities challenged. Sometimes distractions are too painful and can rip you from a place of peace, and when this happens it is vital to face adversity creatively.

We start this later half of the collection with a black turtle neck and leather trouser look, endearingly called the "Louise Jumper" in honour of Louise Wilson OBE who taught Matthew on the MA at Central Saint Martins in 2010 and dressed similarly. It was her passion for originality and creativity that pushed us to develop the skills we use today to innovate and create new ideas.

Other designs in this collection interpret the visceral emotions felt when in pain. Concepts of anxiety are interpreted through twisting cloth from one side to the other, injury is conveyed through lacerated sleeves which expose the body underneath, healing is approached through suturing seams together, and tension is dealt with by revisiting archive pieces from our past and using our ingenuity to push these ideas further.

Through this explorations of originality we record our emotional insights, the joys we explored, the pain we experienced, the methods we used to find closure and a return to a place of solace where we continue to enjoy our journey towards happiness.

Levi Palmer and Matthew Harding

palmer//harding

Credits: Art Direction & Styling: Natalie Brewster // Photography: Marc Hibbert // Hair: Stephen Low // Beauty: Verity Cumming // Casting: Paul Isaac // Talent: Anamaria Cioboata @ PRM, Mary Maguet @ Squad

### **About palmer//harding:**

palmer//harding was founded with a fresh perspective on real-world dressing, bringing innovative design and drama to the pieces we wear as we move through day-to-day moments. Formed of the creative partnership of Levi Palmer and Matthew Harding, the business celebrated its 10-year anniversary this year closing a decade which took the business through a string of awards and accolades including the 2017 British Vogue Designer Fashion Fund.

Entering their second decade of business with over 50 international stockists across 5 continents, Palmer Harding look forward to further understanding the evolving needs and desires of their customers, who have always been the heart of the brand. Throughout the years, Levi and Matthew have remained committed towards ever more conscious and sustainable business practice, particularly in cultivating a caring company which encourages healthy work/life balance and mental wellbeing.

### **Our Responsibility:**

Designer womenswear label palmer//harding has been, since its inception, exploring, developing, and implementing ways in which to become more environmentally and socially responsible.

To parallel the inspiration, the designers have chosen to support YoungMinds, a cause which is close to their hearts, with a charitable contribution of £1 for every garment made for the next year. YoungMinds are leading the movement to make sure every young person gets the mental health support they need, when they need it, no matter what. The charity works with young people throughout the UK, campaigning for change and raising awareness and also runs a free Parents Helpline that supports parents and carers who are worried about a young person under 25.

“We are excited to contribute our creativity in a more meaningful way and understand the importance of discussion and awareness of the mental health of our next generation.” – Levi Palmer & Matthew Harding, Designers & Co-Founders.

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