

LAST ORDERS WITH... DION NASH

Founder of grooming brand Triumph & Disaster, New Zealand native Dion Nash knows a thing or two about protecting the skin against the elements. Following a successful debut at Jacket Required, Victoria Jackson caught up with Nash to discuss the must-have grooming products every man should own.

D.O.B: 20/11/1971

Born: Auckland, New Zealand

Lives now: Auckland, New Zealand

Twitter: @triumphand

Website: www.triumphanddisaster.com

Victoria Jackson: When did Triumph & Disaster turn from concept into reality?

Dion Nash: It was founded in 2011 - as a professional sportsman much of my youth was spent outside exposed to sun, wind and sweat. Because of this exposure I have always been acutely aware of the effect that the sun and our environment has on our skin and consequently the way we feel. Through a process of trial and error I developed my own routine and combination of products to combat this exposure, and created the base of a grooming range, which I later turned into Triumph & Disaster. The name comes from Rudyard Kipling's poem IF, which my father gave me at age 13. It was at a time when father and son were butting heads, so to speak, so the poem was promptly defaced, graffitied over and thrown in the bottom drawer - but never thrown away. The poem is advice from father to his son on how to be a man. It's about humility, honour, risk and reward.

VJ: How does an average day go?

DN: Get up early, have breakfast with my family and head to work. I walk as often as I can as I find it clears my head. I try to hit the office by 8am and work until 7pm each day. In between I drink coffee, talk shop and, if I'm lucky, do some exercise. At home I eat, put the kids to bed and check emails until 10pm - basically all I do is work, but I love it so it's like living your passion.

VJ: What is your wholesale strategy for the UK market?

DN: We exhibited at the last Jacket Required,



which was really good for us. It gave us some nice exposure and a chance for the team to bond. We currently have around 25 retailers across the UK, and we believe that we can double that this year. It is important for us to remain a premium proposition so it's about finding the right partners.

VJ: Can you give us three skincare essentials every man should own?

DN: Rock & Roll Suicide Exfoliate (life changing), Rock & Roll Suicide Exfoliate (did I mention that already?), and moisturise with Gameface Hydrating Cream. These two steps will change everything for you.

VJ: How would you describe your own style?

DN: To the left of centre and on my own track - I love people who show individuality and think for themselves and are not afraid to express it. If I was going to draw inspiration from anyone, it would be Imran Khan in the 80s, Steve McQueen in the 70s and Jim Morrison in the 60s.

VJ: Away from work, how do you like to relax?

DN: I love reading and spending time with my family - I have a four year old, a six year old and an eight year old.

QUICK-FIRE QUESTIONS

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Best piece of advice you ever received:

The journey to know yourself involves some risk

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Favourite film:

The Usual Suspects

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Biggest fashion faux pas:

Acid-wash jeans and a mullet, circa 1983

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Which labels would we find in your wardrobe:

Acne, Zambesi, Converse and Haines

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