



ARCHIVE REVIVED AT HENRI LLOYD

Delving into the archives, updating and refreshing is what Henri Lloyd is all about for a/w 18, with superior fabrics and detail key for the modern sailor and man about town. Tom Bottomley hears all about it from CEO Martin Strzelecki, as well as the exhibition planned at the forthcoming Jacket Required.

Martin Strzelecki, along with his brother Paul, owns the Henri Lloyd brand their late father, Henri, founded in Manchester in 1963 with his then partner, Angus Lloyd. Martin carries the same passion for the brand and its products as his father had, and a/w 18 is an exciting time for new developments, as well as celebrating the past with an exhibiton at Jacket Required.

He says: "Early in the product development process for a/w 18, while working from our archive, we had the idea to showcase the archive and new jackets together. We want to share the

unique stories of the jackets, such as the technical innovations of the 'Ocean Racer Jacket' that have become industry standard, with the non-corrosive zips and use of Velcro fastenings. Jacket Required is the perfect fit for this showcase, and we have worked closely with their team to arrange the exhibition."

The new collection leads on from the successful 'Consort Project', presented at Pitti Uomo for a/w 17, demonstrating a renewed focus on premium jackets being at the core of the brand. Throughout 2017, Strzelecki says they have

refocused the business, invested in new IT systems, developed new design processes and, most importantly, relooked at their core concept. Taking inspiration from original designs and keeping Henri Lloyd signature details, the jackets for a/w 18 are a contemporary update of fabrications, designs and colour palettes. Influenced by their origins and challenged by a new generation, Henri Lloyd's a/w 18 collection is the first season to manifest this transformation - from the start of product development through to creating the marketing campaign.



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Strzelecki explains: "This is not a vintage collection. We will present contemporary designs staying true to the original, with built-in protective engineering for today's lifestyle. Our 'Re-explored from our Archive' exhibition will showcase 10 original archive jackets and share each of their unique stories. This includes the 'Ocean Racer Jacket' originally designed by my father for the inaugural Whitbread Round-the-World Race in 1973 to survive the treacherous Southern Ocean - widely regarded as the most inhospitable on earth." Alongside that, they will present 15 new jackets re-explored from the archive, featuring 11 men's and four women's jackets.

One such jacket re-explored for a/w 18 is the 'Portland Jacket', which was originally designed by Henri Strzelecki in the 1960s, with the coastal sailor in mind. It was the base engineering construction for the later 'Ocean Racer Jacket'. Named after the important way-point for coastal traffic, Portland Bill in Dorset, the innovative design was ingeniously simple and was one of the first protective jackets in the world to have fully taped seams to ensure waterproofness. For the new season, the brand has created a men's and women's version, staying true to the original with

built-in protective engineering for today's lifestyle.

The 'Consort Jacket' was also designed by Henri Strzelecki in 1965, and initially was only available in navy with a red lining. The Consort was put to the ultimate test in 1967 when it was worn by Sir Francis Chichester for the first solo sailing voyage around the globe. He famously chose a green Consort, which surprised many as green was often considered a poor choice for sailors as it doesn't stand out in the sea. When asked about his choice, Sir Francis replied: "Who would be there to see me?" The Consort later became a fashion staple throughout Europe in the 1980s when it was adopted as a uniform by the Milanese Paninari. For a/w 18, Henri Lloyd has worked with Italian designers to create 10 versions of the Consort, following the success of the 'Consort Project' for a/w 17.

"In addition to these archive jackets from the 1960s, and the 1973 Ocean Racer Jacket, which has been a staple for round-the-world racers for over 40 years, we have re-explored our archive from the 80s and 90s too," explains Strzelecki. In the 80s Italian designer Olmes Carretti joined Henri Lloyd and created the 'Consort Round-the-World Jacket', adding a corduroy trim, contrast colours and embroidery while retaining the

original signature 'casein' buttons to the front. Many of these details remain Henri Lloyd signature details to this day. The 'York' and the 'Manor' are another two originals from the 80s that have been re-explored. In the 90s, Henri Lloyd worked with designer Massimo Goggi, who introduced the 'Forth' and the 'Corby' jackets, which they have also now looked at again, as well as UK favourites the 'Jib' and 'Ebb' jackets.

"We have refocused our product development process for a/w 18, giving jackets the natural lead on our product hierarchy and the rest of the collection cascades from them," says Strzelecki. "This delivers a consistent thread of brand handwriting throughout the collection - all following the same inspiration, colour stories and branding."

Henri Lloyd's UK wholesale business increased over 30 per cent for s/s 18. The launch of the Henri Lloyd Sport collection for 2018 brings to land the brand's experience in technical innovation. Strzelecki believes this has huge potential for the UK, especially following the partnership announcement with leading cycling team, Team Sky. With the new a/w 18 collection already eagerly anticipated, the fresh season might prove to be a ride more retailers want to be on.