

barbican

Barbican Shop announces new fashion collections by Apparel & Lovers and Reflect Studio

shop.barbican.org.uk

Barbican Shop announces two new clothing collections that take key elements of the Barbican's iconic brutalist architecture and place them into fresh perspective. With a focus on storytelling through design, the collections by Apparel & Lovers and Reflect Studio have been created exclusively for the Barbican Shop and continue its mission to collaborate with some of the most exciting contemporary design studios to create striking fashion pieces for everyday use.

The collections are available through the Barbican Shop instore and online now: shop.barbican.org.uk

EXCLUSIVE: Concrete Utopia by Apparel & Lovers



The Concrete Utopia collection has been designed exclusively for the Barbican by Apparel & Lovers from their studio in Helsinki. Fusing architecture and fashion with a bespoke collection inspired by the modernist ideals of the Barbican's architecture, Apparel & Lovers have taken key elements from the Barbican and placed them into fresh perspective. Flashes of primary colour, geometric shapes and the Barbican's brutalist high-rises all feature across the range.

Patrik Prusak, Manager and Head Designer of Apparel & Lovers, said: *'We started with creating a unique cut for the Barbican t-shirt and sweater that would already speak for the Barbican before adding print or colour. Thus was born the 'Barbican cut' – the 90 degree 'brutalist' angle in the sleeve cut of the shirts, that also carried over to the minimalistic square design of the cross body bag.*

For the prints we used the most iconic assets of the Barbican, the towers and the tile pattern found in the Barbican Centre's facade, all in minimalistic, graphical style printed in subtle natural white. For the tote bag and cross body bag print artwork we used a photograph we shot on location, giving nice contrast to the minimalistic and graphic style of the collection.

The base colour for the collection, the beige grey, was inspired by the unique honey grey colour of the Barbican's concrete. We then added a splash of colour by adding a shade of blue evoking the water of the Barbican lake, and graphic lines in yellow and red referencing the modernist aesthetic of Bauhaus as well as the yellow guide line that can be found on the deck of the Barbican Estate, guiding visitors to the Barbican Centre.'



Concrete Utopia Sweater, £60.00

100% cotton; available in extra small, small, medium, large and extra large

Concrete Utopia T-shirt, £35.00

100% cotton; available in extra small, small, medium, large and extra large

Concrete Utopia Socks, £17.00

80% cotton, 17% polyamide, 3% elasthan; available in two sizes: small (37-40) and large (41-44)



Concrete Utopia Cross Body Bag, £50.00

100% polyester (bag), 100% nylon strap

Concrete Utopia Large Tote Bag, £25.00

Screen printed on 100% cotton; Bag dimensions: 56cm x 47cm

EXCLUSIVE: Shapes by Reflect Studio

The Shapes collection has been created exclusively for the Barbican by Istanbul based Reflect Studio. Inspired by the brutalist architecture of the Barbican estate, Reflect have distilled its most iconic features to simple, bold shapes in lush and playful colours. Reflect put sustainability at the core of their business, working with fair trade production partners and using eco-friendly and long-lasting materials.



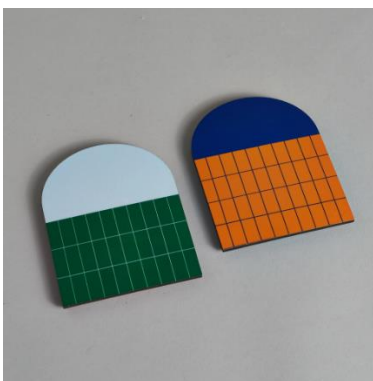
Shapes Tote Bag, £12.00

Double-sided design available in blue and green colour schemes; 100% organic cotton, silk-screen printing; Bag dimensions: 44cm x 38cm



Shapes T-shirt, £20.00

Blue and green colour schemes available across four sizes (XS, S, M, L); Unisex, loose-fit style, 100% organic cotton, silk-screen printing



Shapes Coaster, £6.00

Two designs available; Standard size MDF, plexiglass, cork; Dimensions: 11.5cm x 10cm.

ENDS

Notes to Editors

Press Information

For further information, images or to arrange interviews regarding the retail collection, please contact: **John Kelly**, Communications Assistant / 0207 382 2389 / john.kelly@barbican.org.uk

Barbican Shop

Level G & M, Barbican Centre

Opening hours: Mon to Sat: 10am – 9pm, Sun: 12noon – 8pm

Prices are correct at time of going to press

0207 638 8274 / shop@barbican.org.uk

shop.barbican.org.uk

About Apparel & Lovers

Apparel & Lovers is a Helsinki/Finland based company specialised in designing and producing premium made-to-measure apparel and accessory collections for brands. A&L's creativity and experience stem from a history in high fashion and streetwear. The unique image and story of A&L's customer are at the core of A&L's bespoke collections.

About Reflect Studio

Reflect Studio is an Istanbul based design and manufacturing office focusing on garments and everyday objects. Working with a variety of institutions in the fields of arts and culture, Reflect Studio thrives by experimenting with innovative methods and grounding designs on diligently and responsibly manufactured products. The result are objects that have utility, longevity and delight for the people and institutions that use them.

About the Barbican

A world-class arts and learning organisation, the [Barbican](#) pushes the boundaries of all major art forms including dance, film, music, theatre and visual arts. Its creative learning programme further underpins everything it does. Over a million people attend events annually, hundreds of artists and performers are featured, and more than 300 [staff](#) work onsite. The architecturally renowned centre opened in 1982 and comprises the Barbican Hall, the Barbican Theatre, The Pit, Cinemas 1, 2 and 3, Barbican Art Gallery, a second gallery The Curve, public spaces, a library, the Lakeside Terrace, [a glasshouse conservatory](#), conference facilities and three restaurants. The City of London Corporation is the founder and principal funder of the Barbican Centre.

The Barbican is home to Resident Orchestra, [London Symphony Orchestra](#); Associate Orchestra, [BBC Symphony Orchestra](#); Associate Ensembles the [Academy of Ancient Music](#) and [Britten Sinfonia](#), Associate Producer [Serious](#), and Artistic Partner [Create](#). Our Artistic Associates include [Boy Blue](#), [Cheek by Jowl](#), Deborah Warner, [Drum Works](#) and [Michael Clark Company](#). The [Los Angeles Philharmonic](#) are the Barbican's International Orchestral Partner, the [Australian Chamber Orchestra](#) are International Associate Ensemble at Milton Court, and [Jazz at Lincoln Center Orchestra](#) are International Associate Ensemble.

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