

## FALL/WINTER 2020 COLLECTION

Date: **2020-06-24 04:53**

Published by: **Rag & Bone**

rag & bone introduced its Fall/Winter 2020 collection with an audio-visual, immersive experience that brought together elements of design, technology and entertainment. Creating the unexpected is a core value at rag & bone, where creative minds challenge the perception of fashion shows in an ever-evolving digital world.

Celebrating the character of New York City, rag & bone returned to Skylight on Vesey, a former stock exchange trading floor in lower Manhattan, to unveil its latest collection.

The narrative of the Fall/Winter 2020 experience was born out of exploring the tensions between digital reality and the human interaction with technology. Innovative collaborators such as Limelight and Panasonic came together to amplify a brand statement that is uniquely rag & bone.

An expansive wall functioned as a portal for the models as they debuted looks from the collection. Content produced in collaboration with digital artist collective Limelight was displayed across the screen through HD projectors. Limelight is known for creating unique projection mapping artworks and thematic light art experiences. The projections came to life through 3D mapped composites of the human form, as well as city and nature landscapes. The finale of the show featured a projection of archival rag & bone campaigns, distilling the analog nature of fashion into a digital journey.

The Fall/Winter 2020 collection is grounded in the fusion of brand tenets American workwear, British inspired tailoring, military, and sport. The collection's attitude comes from the effortless mix of contrasting masculine and feminine silhouettes, and the distinctly rag & bone combination of uptown meets downtown. A refreshing twist on rich fabrications and classic prints have been redefined in new ways. Robe-like coats and tailored leather jackets and blazers are juxtaposed against feminine jewel toned slip dresses and knife pleat skirts. Deconstructed Fair Isle sweaters and structured cable knits are reimaged with classic menswear fabrics in outerwear and shirting. Japanese wool jersey separates, faux fur coats and bombers, and a reversible faux Mongolian shearling parka elevate the mix of textures in the collection. Graphic hound's-tooth checks and dark florals express a bold interplay between color and pattern.

A powerful musical arrangement by DJ Kris Bones echoed the experience of how reality, the human mind, and fashion collide in surprising ways. The show was supported by Affirm and live streamed globally on rag-bone.com, as well as the brand's Instagram and YouTube channels.

The Fall/Winter 2020 experience is a testament to rag & bone's ongoing desire to create authentic products and disruptive brand experiences.

About rag & bone:

Since its origins in New York in 2002, rag & bone has established itself as a critical and commercial success in the international fashion world. Combining English heritage with directional design, the brand has become synonymous with innately wearable clothing that has an edgy yet understated New York aesthetic.

rag & bone offers a full range of men's and women's ready to wear, denim, accessories and footwear collections. rag & bone operates 42 stores worldwide and also available in boutiques and department stores in over 53 countries.

About Affirm:

Affirm was founded with the goal of creating honest financial products and services that empower consumers and improve lives. Today, Affirm provides millions of shoppers an alternative to traditional credit cards at the point of sale, giving them the flexibility to buy now and make simple monthly payments for their purchases. Our goal is to revolutionize the banking industry to be more accountable and accessible to consumers. Loans are made in partnership with Affirm's originating bank partner Cross River Bank, Member FDIC.

RAG & BONE PRESENTS FALL/WINTER 2020

## Media

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