



Helen Anthony Unisex Fall/Winter '18/19 “Motions of Strength”

Helen Anthony strides into New York City for the first time to debut its Fall/Winter '18/19 Unisex collection for New York Fashion Week. Following the British luxury marque's Menswear collections in Milan, Helen Anthony is turning to New York to release its first gender-neutral collection that breaks the binaries of gender and the East/West divide.

The Fall/Winter '18/19 collection brings together the vibrant regions East with the architecture of the West. A frequent traveler, Creative Director Naeem Anthony combines the brand's history as a world-renowned tailor on Savile Row with the ancient Indian practice of *Mehndi*. The body art made of dry henna leaves is used in Hindu rites as a way to represent sacred awakening, and Helen Anthony looks to this to re-awaken an increasingly divided world.

Tailoring is renewed with henna embroidery in heated colors and knitted adornments on chunky turtlenecks. With Eastern-esque cuts in outerwear – elongated maxi and trench coats, and oversized collars – Helen Anthony's playful approach to proportion suspends tradition.

Helen Anthony aims to create a new semblance between clothing and global identity. An achromatic cape coat is covered in notable British landmarks – London's St. Paul's, custodian helmets and the statue of George IV. Triple-piece suiting maps out Milan's *Duomo*, the city's iconic cathedral in vibrant colors of pink, orange and yellow. These pieces map the world onto the individual and the colors coordinate a broader, more cosmopolitan sense of what it means to be a human.

Inside the *Duomo*, its walls, floors and altars become the inspiration for embroidery and print-work on formalwear. Region meets religion as spiritual iconography is printed onto cotton and wool suiting, such as one three-piece suit patterned with a grid of opulent imagery from Catholic churches. Chapel ceiling art is relocated onto tessellating designs on cropped double-breasted jackets, waistcoats and trousers. These prints are achieved using digital, screen and hand-printing techniques.

Huddersfield Fine Worsteds, the internationally distinguished British fabric manufacturer, sets the bar for Helen Anthony's use of fine fabric. Unifying meticulously crafted Italian and British pure wool, this leaves cotton and velvet to be the canvas for the colorfully printed collection.

With embellishment of statement bags designed by William LTD, jewelry from ATELIER JEN, Helen Anthony's F/W '18/19 collection falls nothing short of an unapologetic statement against the bifurcation of gender and culture. But above anything, it finds its inspiration from Naeem Anthony's daughter who gives him patience, self-belief and most importantly, strength.

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