

SPECIAL EDITION

WWD
NEW YORK

Seventies English dandy meets California bohemian songwriter – along with a healthy dose of Keith Richards – are key inspirations for **John Varvatos**' homecoming collection, slated to close the inaugural New York Fashion Week: Men's on Thursday.

Collections
New York
2016

Rock 'n' Roll

14 JULY 2015
Fashion. Beauty. Business.

Photograph by SHAWN BRACKBILL




ADYN

● Short for androgynous, London brand ADYN is making its U.S. debut at Liberty Fairs.

"We have a big fan base in the U.S. and it's our biggest market outside of the UK," said Matthew Moore, a former freelance designer who created the label in 2012 with Ash Fricker, a men's wear designer, and Alpha Badio, who handles social media for the line. "We deal with a few stores in the U.S. but not too many, so it seemed like a natural progression for us to do the show."

ADYN, which is currently sold at stores such as Harvey Nichols in London, Samplas in Korea and Restoration in Japan, is known for its Gothic streetwear looks, but Moore said the spring collection represents a departure. "We are pushing away from streetwear and pushing more into contemporary. We feel like the streetwear market has become so saturated and we're also maturing as a brand," said Moore.

The collection, which is named Adapt, will include an oversize poncho, lightweight running pants, a new graphic print and basics such as long T-shirts and leggings for layering. Jackets start at \$75, joggers are \$145, T-shirts are \$100 and sweatshirts are \$200.

Last year ADYN created an exclusive capsule collection for Harvey Nichols and Moore revealed he's currently working on a similar project for Harrods.

— ARIA HUGHES



MOMENT HOMME

Johnathan Taylor's entrance into the men's wear market happened at warp speed. ¶ The Arkansas native spent his 20s working in St. Louis as a probation officer before sending his portfolio to the School of the Art Institute of Chicago in 2012. After graduating in 2013, he spent six months at Thom Browne as a full-time intern and freelanced for other brands before creating Moment Homme, the men's wear line he is launching at Liberty Fairs. ¶ "I went from taking ankle bracelets off of 13-year-olds to designing for runways within three years," said Taylor. ¶ Moment Homme is inspired by Japanese design, but mixes classic American tailored pieces with denim. ¶ "I wanted to tackle what the modern-day guy wants to wear," said Taylor, who added that he's focusing on special outerwear pieces for spring. ¶ Taylor, who is calling the line loosely tailored, will show a bomber jacket made from Italian suede, fitted cardigans made in Italy, denim made in Japan, classic men's shirts and cropped trousers. The collection is sprinkled with special details including a laser cut number 79 – the cosmic number for gold – that is placed on waistbands and shirt sleeves, along with functional belt loops with horn buttons. ¶ "I felt like in men's wear we abandoned belt loops," said Taylor. ¶ The line retails from \$500 for a button-down shirt to \$3,200 for a suede trench. — ARIA HUGHES