

JORDAN

JORDAN BOWEN
IN CONVERSATION
WITH LIZ HEW

For London-native Jordan Bowen and Bolzano-born Luca Marchetto, the creative duo behind the youthful eponymous label JordanLuca, their uniquely intercontinental bond has carved out a space where masculinity, streetwear, and identity can be reimagined on the runway. Exploring a fusion between the former's history in millinery design under the wing of Stephen Jones, and the latter's background at the prestigious Nuova Accademia di Belle Arti and Vivienne Westwood, Jordan and Luca respectively represent the best of what British and Italian values have to offer in the contemporary age.

Mapping out their meteoric rise in just a few years, from their London Fashion Week Men's debut in 2017, to their current status as sartorial innovators disrupting expectations of traditional silhouettes, JordanLuca evokes a playful rebelliousness. As a label exclusively produced between Italy and the UK, it revels in its hybridity, merging together an appreciation of Italian tailoring, precision and finish, with the raw and grungy aesthetic of London town. In their most recent collection, wiry metal structures are attached to their models, held high in suspension above, drawing the eye upwards so it can roam across the concrete and distressed industrial decor of the room. Previously, JordanLuca have channelled the theme of their collection through the eyes of a persona: a lust-filled Edwardian figure, where 'sex and psychosis' remain at the forefront of the mind.

Liz Hew: Could you tell us a little bit about yourselves and how your respective cultural backgrounds shaped or influenced your brand's identity?

Jordan Bowen: Where we're both from and how those two cultures interact, respond, and clash is one of the cornerstones of JordanLuca. As a London-based brand, it's important to go back to my roots growing up in Battersea, but I have newfound identity as an honorary Italian; and I guess it's the same for Luca because London is like that — it's a city that embraces cultures. The things we always associate as being truly British always secretly comes from other places! We discovered that when we mix the two cultures together — Italian character with a south London heritage — something great happens. We really fight for what we stand for when we're designing, and we always find a way through it. It's quite an alchemistic process and I like that.

GREEN.

LH: Have there been any valuable lessons learned from your years working under other designers?

JB: Working for British milliner Stephen Jones was very special. I was there for eight years and it really shaped me as a designer. By working on collaborations for Dior, Galliano, Jil Sander, and Marc Jacobs, you get to understand collections and garments in a different way — more objectively maybe, because hats arrive at the end to really punctuate the show. Then more fundamentally, I learned that garments need to be worn and enjoyed, and to have a function. Whether you wear them once to an event, or every day to buy fags, that garment needs to live and breathe.

LH: The origins of JordanLuca have evolved from a creative fusion of your collective minds and skill-sets. Could you outline your creative processes?

JB: We explore the human psyche and that's always the catalyst for the collections. Sometimes it's from a place of love, but it can be derived from trauma too. It's a visceral response to what we see and experience, but I like to think we design with our brains.

LH: The silhouettes presented in each collection appear to dismantle expectations of masculinity and display a certain playfulness. Are there certain challenges in menswear that you wish to imprint upon the industry?

JB: I know that expressing gender exists on a spectrum, but we also like to play into the binary perception of masculinity in order to subvert that. It was never our original intention to dismantle gender, but I like that the pieces, the collections, and the shows are all open to interpretation. Designing menswear doesn't have rules per se, but our boys know what they like and what makes them look good. Picasso once said, 'You have to learn the rules like a pro so that you can break them.'

LH: The classic JordanLuca boy — what would his attitude to life be?

JB: Our boys have a distinctly international identity. Like us, they don't necessarily belong to a specific place, but all call London home.

LH: Can you sum up the latest collection in just three words?

Green. Laser. Beams!

LASER. BEAMS!

LUCA



PHOTOGRAPHS **THEO COTTLE**

STYLING **ANDREW DAVIS**

ALL CLOTHES **JORDAN LUCA**

CASTING **IRENE MANICONE**

GROOMING **TEDDY**

MODELS **JAMES, RAJAN @ CONTACT**

CARLO @ FIRST AGENCY

PONTUS @ SELECT MODELS

CHARLIE @ MENACE MODELS

STYLING ASSISTANT **CASSIE THOMPSON**







