



ART COMES FIRST

GROUP 6

Phoonyaras Nunackkarasooth, Emma Read, Chris Royle, Victoria Pinna

Brand info

- Sam Lambert, Shaka Maidoh
- London based
- name is self explanatory of concept of brand 'to push art forward and make it the main focus of each product'
- now only mens fashion
- e-com site hasn't launched
- is trying to assimilate contemporary tailoring into street style
- designs are very classic and sleek yet modern and artistic
- in mid between high end street brand and diffusion brand



Target Consumers



Charity and Cause



cause: to support creativity

Influencers

