

"EVERYTHING I NEED IS WITHIN ME"



@ADAMFROST - WWW.ADAMFROSTOFFICIAL.COM - VISUAL by Alex Matraxia

ADAM FROST

AW23

**PRESENTATION
SATURDAY 18th FEBRUARY
5-7pm**

**GUEST PERFORMANCES
7-9PM**

**DRAY WALK GALLERY, THE TRUMAN BREWERY
LONDON, E1 6QL**

**RSVP
hello@kmrconsultancy.co.uk**

**THE
TRUMAN
BREWERY**

PONGEES
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KMR

HAUS



'Everything I Need Is Within Me'

AW23

It's midnight at the discotheque; adorned in screen-printed silk, a corset and a sculptural fur coat. I make my way through the door. Grace Jones is now banned, she threw up on her silk taffeta cape last week. I put my glasses on, sober in mind. Roisín Murphy and Björk blaring through the airways. Next thing I know, I'm snogging a fit lad in the bathroom, chatting crap with a margarita cocktail in hand - spicy, of course. I wake up, put my massive glasses on and think, what a great night. I feel sexy again, I needed that release. Now it's time for me to meditate and repeat 'I am enough.'

AW23 'Everything I Need Is Within Me' is an ode to Adam's mental health and his emergence back into doing what he loves after one of the hardest periods of his life involving heartache and sexual health woes. The first point of inspiration for the collection was 'Doxycycline' medication, electric pink and blue candy coloured packaging, usually taken for an STD. Frost aims to create beauty out of the mundane, and uses his self deprecating sense of humour to create something fabulous or as he likes to call it 'working class couture.'

This collection stays true to form and incorporates opulent print-screened silk Dupion from the finest Pongees silks, sequins and caricature style silhouettes. The corset takes a main stage role and skews the understanding of 'femininity', this is Adams own approach and it is inclusive as much as it is fabulous. The accessories in the collection are made to mirror the fluidity of the garments by emulating the voluptuous fabrics synonymous with an Adam Frost design.

The mood has shifted, Adam feels progression from previous seasons and this is evident in AW23 - the Adam Frost wearer is grown up, they still like to party but there is a seriousness in their approach to fashion, a willingness to want the industry to take them seriously. AW23 is a reflection of the past and a nod to the future, Adam Frost has everything within him.

Desta French is a muse, collaborator and music artist who Adam has a ongoing creative relationship with and is proud to say their opening Adam's show debut.

Adam Frost is launching his very own permanent store in The Truman Brewery, opening This March 2023.

"Oh you have a break up, you fuck about trying to find yourself again and then you realise.. you are enough" - intro to Adam's new single 'I Am Enough' produced by Luca LeBleu.

CREDITS

Press: KMR Consultancy @kmrcomms
Creative Consultant: Hayley Cowling @hayleycowling
Set Design: Thomas O'Donnell @HausOfTommy
Lookbook Photography: Otto Masters @Otto.Masters
Photography Assitant: Ella Costache @ella_costache
Look Book Model: Gigi Hari
Silk: Pongees, Specialists in Silk @pongeessilks
Seamstress: Georgia Rose
Hair: Hair by Linus Johansson using Bumble & Bumble @HairByLinus
Make Up : Yoi Wan @YoiWan
Draped bags: Hayley Cowling X Adam Frost
Nails: ImaniCured @ImaniCured
Shoes: Malone Souliers @MaloneSouliers
Knitwear: Electronic Sheep x Adam Frost @ElectronicSheep
Millinery: House of Flora @HouseOfFloraOfficial
Beret and Round Millinery: Barnaby Horn @BarnabyHorn
Ceramic Jewellery: Evie May Adams @EvieMayAdams
Eyewear: Cornelius Brady

With special thanks to: The Truman Brewery, Hoxton Spirits London, Pongees, Dame Zandra Rhodes, Mandi Lennard, Hayley Cowling, Kelly Robinson, KMR, Tom O'Donnell at HAUS, Jessica Warden, Bimini Bon Boulash, Jamal Hadaway, Alexander Potter, Caroline Tyndall, Luca LeBleu, Jacqueline Hancher, Alex Matraxia, Maria Vannicola, Ben Joleggett, Bar Doña, Megan Thomson, Temores O'Demores, Dayce Junior

STARRING

DESTA FRENCH, violinist Clementine Brown
LUCA LeBLEU
MAGGIE THE CAT
MARS MONTANA

MUSIC ON A LOOP

ADAM FROST 'Interlude, I Am Enough'
'I Am Enough (Produced by Luca LeBleu)

PROJECTION

BTS LOOK BOOK VHS by Declan Kelly
BTS VHS PROMO SHOOT by Maria Vannicola,
Alex Matraxia, Ben Joleggett, Adam Frost



Bumble and bumble.





ADAM FROST
