

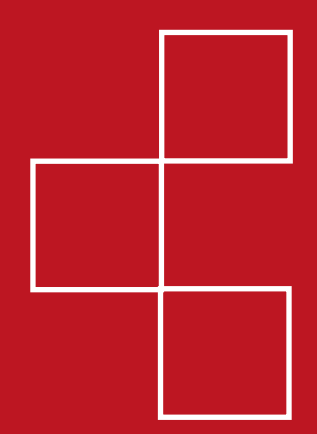
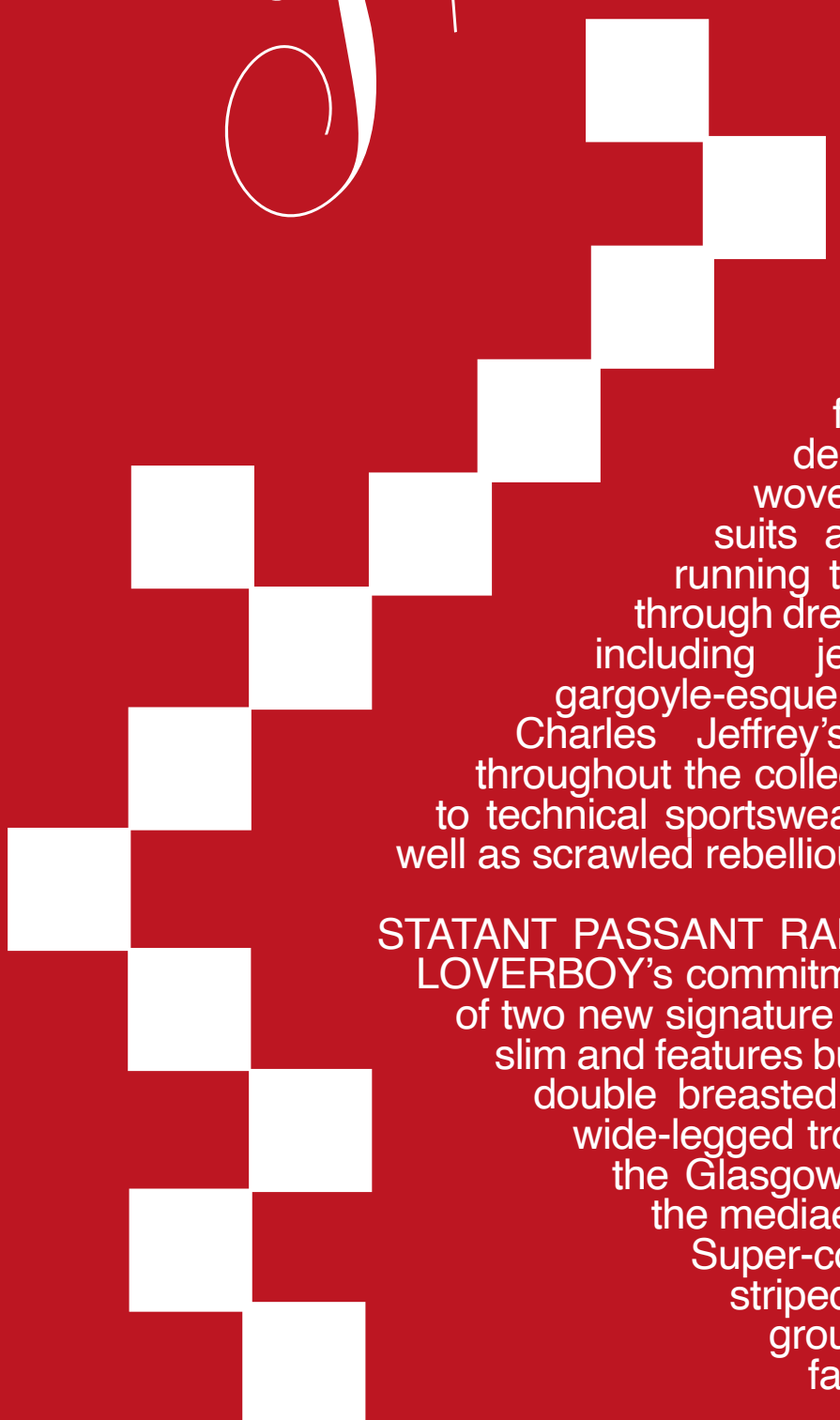
CHARLES JEFFREY
LOVERBOY

PRE SS24

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STATANT PASSANT RAMPANT

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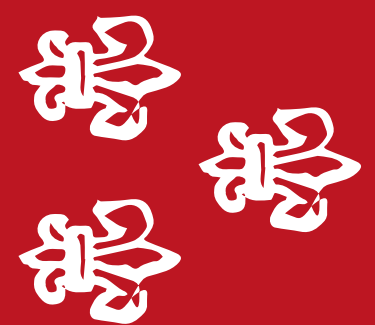
Charles Jeffrey
LOVERBOY's
Pre-Spring 2024
collection, STATANT
PASSANT RAMPANT

reinterprets the colourful visual language of mediaeval Britain. Having recently expanded to produce four collections per year, the brand is delving deeper into its perpetual fascination with sartorial history. The PS24 collection's name, STATANT PASSANT RAMPANT, reflects three key poses adopted by animals depicted in traditional heraldry, progressing from a standing position (statant), to walking (passant) and, finally, a triumphant hind-legged roar (rampant).

Tartan, a LOVERBOY mainstay, is found in new etched denim styles, as well as woven into signature plaid suits and mini kilts, riffing on a running theme of identity emboldened through dress. Doodles of mediaeval tropes, including jesters, castles, swords and gargoyle-esque faces, have been sketched in Charles Jeffrey's idiosyncratic style. They appear throughout the collection as eye-catching accents applied on to technical sportswear pieces and a barely-there net dress, as well as scrawled rebelliously in black across innovative white shirting.

This repurposing of heraldic symbology, via new illustrations by Charles Jeffrey, forms an impactful central motif. Mischievous unicorns, eagles and rampant lions jostle with traditional heraldic tinctures such as diamonds and stripes, creating a mesmeric collage of colour. Printed onto key denim pieces including jackets and jeans, it is also found on mini dresses, Guddle knits and various accessories. This new print fits seamlessly into the distinctive lineage of LOVERBOY, encapsulating the brand's continuous melding of heritage with avant garde sensibility.

STATANT PASSANT RAMPANT also represents a watershed moment in LOVERBOY's commitment to redefining tailoring thanks to the introduction of two new signature suiting styles. The single breasted Glasgow suit is cut slim and features buckle details at the waist for further cinching, whereas the double breasted Edinburgh suit is designed to be worn oversized, with wide-legged trousers adding extra volume. Making its triumphant return on the Glasgow suit, LOVERBOY's signature Gender Jacquard only adds to the mediaeval maelstrom thanks to its distinctive chainmail-inspired pattern. Super-comfy sweats and casual dresses in emo-coded black and white striped towelling lend the collection a distinctly gothic edge, with long hoods grounding them firmly in the mediaeval universe. Meanwhile, the brand's faithful mascot, Gromlin, has gone rogue, depicted on kits and tees having just beheaded an adversary, presumably as part of an epic chivalric quest.



Leading the collection's accessories offering, a brand new shoulder bag in understated black leather makes for a perfect everyday staple. It is given a distinctive LOVERBOY bite thanks to its statement Chomp buckle. As the name suggests, the buckle resembles the roaring mouth of a mythical beast, complete with razor-sharp teeth, and can be found as a key detail on numerous other PS24 pieces. Rounding out the collection are reworkings of some of LOVERBOY's best-loved accessories including, of course, our legendary ears beanies.



+ CHARLES +

+ JEFFREY +

LOVERBOY



