
AGYNESS DEYN

Text Alicia Tan **Images & Interview** courtesy of Dr. Martens

making the deyn's list





THREE SEASONS AGO, WE HAD A LITTLE EMAIL INTERVIEW WITH MODEL-TURNED-DESIGNER AGYNESS DEYN WHEN SHE FIRST LAUNCHED HER DESIGN COLLABORATION WITH DR. MARTENS – LET’S JUST SAY WE WERE ALREADY IN AWE BACK THEN. THIS YEAR, JUICE GOT UP CLOSE AND PERSONAL WITH THE STYLE ENIGMA HERSELF IN MANCHESTER, AND BEING ONE OF THE LUCKY FEW TO HAVE A CHAT WITH DEYN, OUR BUCKET LIST IS ALMOST COMPLETE. WELL INTO HER THIRD SEASON WITH THE ENGLISH LABEL, DEYN RETURNS TO THE BRAND’S AND HER ENGLISH ROOTS TO SCHOOL US ON COOL BRITANNIA WITH THE LATEST FALL/WINTER 2013 COLLECTION. AFTER SHARING OUR LOVE FOR COBAIN OVER A GOOD POT OF TEA, WE’RE MORE THAN SOLD ON THE FACT THAT AGGY’S DM SOLES ARE GONNA TAKE US PLACES.

Hey Agyness! Right off the bat, can you tell us the story behind your third collaboration between yourself and Dr. Martens?

I suppose that ‘cos the way someone else dresses is always inspired by something you’ve seen before, whether it’s an artwork, the way someone else dresses, or music. For me, I really love the Mods and the way that they dressed, especially the tailoring and the fit. So for the third season, because we’re riding so much on the design aspects, it became more about the fit, silhouette and details like the collars, embroidery and stuff. All these really made us think of the late ‘60s Mods, that was what we were trying to put through in this collection.

So has the design process changed in any way for you – has it gotten easier?

In some aspects yes, ‘cos we know what are our capabilities now and what we can do so we have clearer parameters of what we do. But then it also becomes harder in the fact that you then strive more towards advancing the collection and making it different. Well, it’s all good difficulties and challenges... [Laughs]

In terms of design aesthetics, how does this collection differ from the previous two?

Well the first collection was very grunge, it was all mix and match with lotsa layering – it’s all anything goes especially the silhouettes and the way you wore it. And then there’s the second season where it was very loud and fun. This season, it’s different again with the cuts and just the vibe in the way it takes you back to what’s very English, such as the English style which is very classic and is kind of all about the uniform. The T-shirt dress is a staple, but we’ve changed things up with different materials and things.

Did any of your ideas not make it through the chopping block?

I think it’s very much an evolution this season. I don’t think we’ve nicked anything, more so changes have been made from the sketches through to the finished product and fittings. The first collection was very definite in the drawings and it kinda was what it was. This collection isn’t like that – we made sure that if something didn’t work, we’d evolve it so that it did.

What’s your favourite part of the whole collaboration process?

I think it’s the involvement. We’re highly involved in the whole process and in driving the inspiration from designing all the way through to the shoot. Even afterwards with people buying the collection, it just makes us so passionate about this. It’s really important to love what you’re doing and the product that you’re making as well.

Here’s a little exercise for you: if you could relate this collection to your favourite sights, sounds, smells and memories – what would it be?

Sound would probably be dancing to ‘60s music; sight would be the beach, the pier, a tearoom and record shop; smell would be, I suppose a floral perfume mixed in with scooter petrol [laughs]; and hmm memories... of the way your parents and grandparents dressed, old records, the radio and the Queen. [Laughs]

We’ve asked you before what your collection brought to Dr. Martens since the brand is ingrained in so many aspects of popular culture... – what do you think you as a personality add to the brand?

I feel like it’s a really good partnership. It makes a lot of sense and with the range that we do, I

personally think that it pushes us both to do things. Like it pushes Dr. Martens to do something they won’t do in their main range, and it also pushes me to hone my ideas into Dr. Martens, to what they’re already doing. It’s really a good thing because it emulates growth for both parties and keeps us grounded and on the same page.

You’ve mentioned that your designs for Dr. Martens were already androgynous to start with, but if you could really branch out to do a standalone men’s collection, how would you go about doing it?

Yeah, I think it would be the way girls dress like guys and guys dressing like girls, it’s no longer just women who are crossing over. So if I were to do a men’s collection, I would like to bring the element of men embracing androgyny into it. I don’t mean in the extreme of say Kurt Cobain in a dress [laughs], but more so in the case of trying different prints and colours then buffing it up – like how beautiful it could look on someone really masculine.

As we already know, you owned your first pair of DMs when you were 13. Any idea if you’d still be rockin’ a pair of DMs when you’re 60?

[Laughs] Yeah, I think I will! I was talking about this with my mum before when we were at some place we’ve never been and saw this old couple at the train station and they were really dressed up. I commented that it made total sense, you just wear what you like and you’ll carry on wearing it your whole life. I don’t feel like someone’s style changes just because they’ve become an older person – they’ll always stay true to who they are and evolve from there. So it probably applies to me too... J

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AGYNESS DEYN FOR DR. MARTENS FALL/WINTER 2013

[the mod squad](#)

While Agyness Deyn's first collection for Dr. Martens was inspired by Hollywood grunge in the '90s then followed by a sophomore collection made for Harajuku girls, we more than expected her to hit a home run with her third. And that's exactly what Deyn has done this season; with a literal spin since she's looked towards home ground for inspiration paired together with a nostalgic take on the late '60s Mods.

Why go Brit you might ask? Well, why not, especially when it's a collaboration between two British icons – a model who up till today continues to give Kate Moss a run for her money in the style stakes, and a footwear label that has grown to become more than just a brand that dressed our soles, Dr. Martens has played such an iconic role in England's popular culture that it'd be a crime to ignore it. We digress... Fact is, we love our English breakfast tea and scones so much, that we're over the moon that Deyn and Dr. Martens have decided to serve up a wonderfully English collection on a silver platter.

Fashion mavens will be familiar with the Mod look – it is after all a style that is constantly revived by designers all across the globe, season after season, and for good reason. The Mods always had a uniform way of dressing, and the silhouettes are clean and straight with strong attention to detail. To see Deyn go down this route shows evolution as a designer, and a quiet confidence that speaks volumes. How much more Mod can you get with that?

We've kept you in the dark for long enough, and now for the good stuff. Just like her previous two collections, this collection covers all bases from clothing, footwear to accessories. The prints used are quintessentially British, featuring tailoring fabrics such as traditional houndstooth and herringbone patterns. Last season, Deyn gave us her eyeball print, and she ups the ante again, this time round with her version of the symbolic teapot as the key design motif. Footwear wise, the Mods would no doubt approve of the selection of classic desert boots, two-tone lace-ups and the Mary Jane sandals – all of which we'll be squeezing our feet into come rain or shine when the collection hits our shores. Groovy! 🍵

The Agyness Deyn for Dr. Martens Fall/Winter 2013 collection will be available at Dr. Martens retail stores from September onwards.



the mie lineup...



MADE IN ENGLAND, MADE IN ENGLAND

dr. martens & the cobbbs lane factory

Just a two-hour drive away from Manchester lies Cobbs Lane Factory, the very factory that's been creating footwear for the Griggs family since 1901. Today, this modest-sized factory is the home of the original Dr. Martens boot, and responsible for the output for four Dr. Martens product lines – Vintage, Bespoke, Crafted and Collaborations. Within these walls and amongst the smell of freshly-cut leather and machine noises, 320 pairs of DMs are made a day. Traditional shoemaking methods are as real as they get at Cobbs Lane, so here's a behind the scenes look into the making of DMs Made in England. J



closing is where the leather sections are joined together with a zig-zag stitch

the clicking process ensures that the best leathers are selected and cut

spotting is how two parts of the boot is melded together

here's how the eyelets are punched in with markers as precision guides