



TAKING INSPIRATION FROM THE POWER OF GROWTH IN NATURE, URBAN REJECT, THE SPRING / SUMMER COLLECTION, AIMS TO CREATE A LINK BACK TO NATURE FROM MODERN URBAN LIVING. LOOKING AT THE WAY THE CONTRADICTIONARY ELEMENTS OF ARCHITECTURAL STRUCTURES WEAVE TOGETHER WITH THE SOFTNESS AND FLUIDITY OF THE NATURAL WORLD. THIS CONNECTION WITH NATURE IS HEAVILY EXPLORED THROUGH THE USE OF SUSTAINABLE TEXTILES, WORKING TOWARDS PEOPLE'S NEEDS DURING THE SOCIOECONOMIC CRISIS THE WORLD IS CURRENTLY FACING, WHILE ALSO MINIMIZING THE EFFECT ON THE ENVIRONMENT. CENTRING ON THE USE OF UPCYCLED AND RECYCLED MATERIALS, AS WELL AS NATURAL DYING TECHNIQUES, TO CREATE A COLLECTION WHICH IS HIGH QUALITY AND LONGEVITY FOCUSED, WORKING TOWARDS THE NATURAL RHYTHMS OF PEOPLE. SUBTRACTION CUTTING HAS BEEN USED THROUGHOUT THE COLLECTION TO EXPLORE SHAPE AND VOLUME IN A SUSTAINABLE WAY, AVOIDING EXCESSIVE MATERIAL WASTAGE. WITH GARMENT VERSATILITY ALSO BEING A KEY FOCUS, SO THE GARMENTS CAN BE RESTYLED TO FIT THE WEARERS OWN UNIQUE STYLE.

URBAN REJECT

2025 SS COLLECTION



STRUCTURE
FLUIDITY

GROWTH

NATURAL

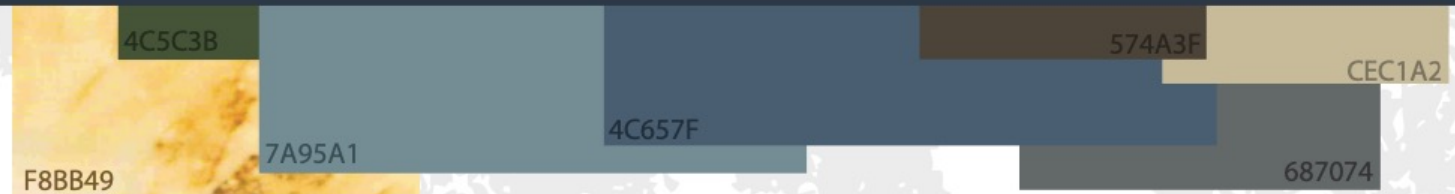
DECAY

URBAN REJECT

2025 SS COLLECTION

RE-WORK

TEXTURE



4C5C3B

574A3F

CEC1A2

F8BB49

7A95A1

4C657F

687074



RESEARCH

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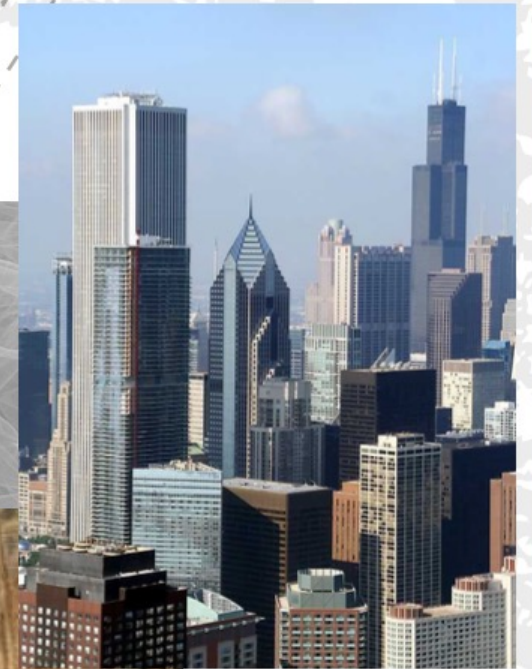
FORM



URBAN REJECT

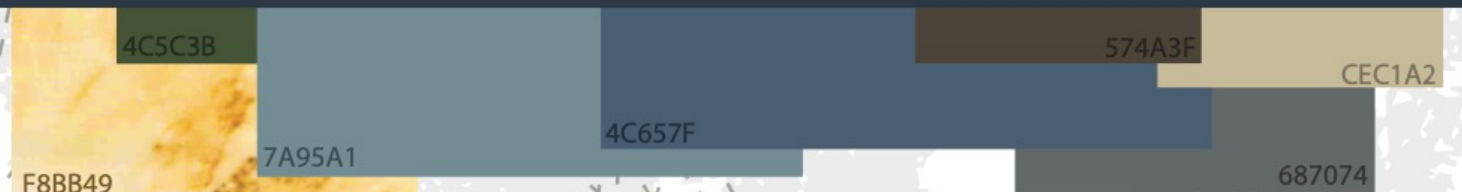
2025 SS COLLECTION

COLOUR



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SUBTRACTION CUTTING

UPCYCLED COTTON DENIM
PATCHWORKING

DEADSTOCK MATERIALS
TEXTURAL STITCH

SCREEN
PRINTING

MATERIAL AND PROCESSES

RUST DYE TECHNIQUE

LASER
CUTTING

DECORATIVE DRAPE
RECYCLED CRINKLE CHIFFON

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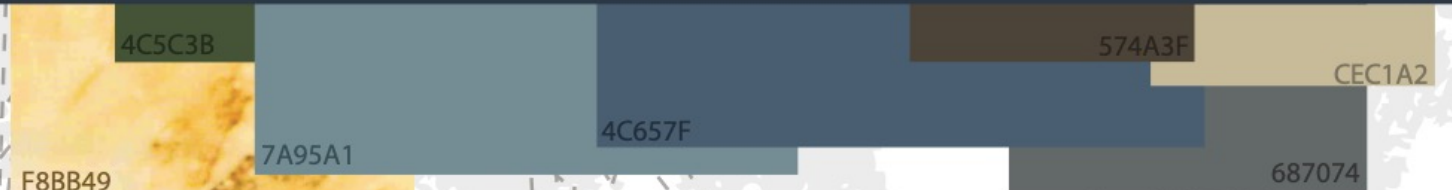
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LINE-UP



URBAN REJECT

2025 SS COLLECTION





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