

# NICOMEDE.

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London-based Nicomede Talavera is back with new menswear label **NICOMEDE.** (nee-co-mede)

Exploring the relationship between the familiar and fantasy, the brand will create an evolving man's wardrobe.

As well as biannual capsule collections, Nicomede has enlisted an exciting roster of brand partners to create a unique reimagining of menswear classics.

From Duffle Coats to Denim Jeans, Argyle Knitwear to Shell Suits, Perfecto Leathers to White Shirts and Puffer Jackets to Bucket Hats.

Each partnership will reinterpret and celebrate the beauty of each classic menswear item. Dissecting the man's wardrobe to create pieces with the unique NICOMEDE. spirit. Whilst educating a new customer on classic items that are the backbone of menswear and their history to build a dialogue.

NICOMEDE. is innately personal and subversive with a collage of contrasting references; ranging from uniforms, work wear, 1950s couture, 1960s futurism, sportswear and worship.

NICOMEDE. Episode 1 is about brotherhood, modern rituals and an alien touch, to create a new uniform.

These codes are expressed through a rich edit of fabrics and details, with gingham (reminiscent of Spring/Summer '15) and moire being the signature fabrics of the label, creating a multi-faceted collection, filled with textured modernity.

A jewellery partnership with Ekaterina Pronina, sees universal forms and unexpected materials combine to create a 10-piece NICOMEDE.EKATERINAPRONINA bracelet capsule.

Brotherhood is a key pillar of the label and is brought to life through the casting of the NICOMEDE. boys. Cameron, Jason Minnaar and Jeremiah Barko Dijour embody the spirit of the brand. All British boys that are cool, individual, confident, cultured, inquisitive, fun and grounded in reality with an outward-looking spirit. The three boys embody NICOMEDE. and will continue to feature throughout the different collections and brand partnerships.

Lensed by Gwenaelle Trannoy, the NICOMEDE. Episode 1 brand imagery presents this new universe.

A 7-piece NICOMEDE.UNIFORM capsule is available exclusively at Selfridges (UK) and H-Lorenzo (US) at the end of June 2019.

The NICOMEDE. partnerships which 'Re-imagine the Duffle Coat' and 'Re-imagine the Puffer Jacket' will be in stores in October 2019.

## BIO

Nicomede Talavera is a former student of the MA Fashion Degree at Central Saint Martins and studied under the late Professor Louise Wilson OBE.

Graduating in 2013, he went on to launch his eponymous men's RTW and Accessories label, showing at London Fashion Week Men's with the support of Fashion East.

Each collection was very well received critically and commercially with features in titles such as Vogue, i-D and Dazed and stocked worldwide at stores including; Comme des Garçons Trading Museum, Selfridges, Dover Street Market, Joyce, Machine-A, Opening Ceremony, H.Lorenzo and Space Mue.

In 2015 he decided take a sabbatical. During this time he adopted an explorative mind set, researching, travelling and working on consultancy projects.

## EPISODE 1 IMAGE CREDITS

Photography - Gwenaelle Trannoy

Styling - Harry Lambert

Art Direction - Simon B.Morch

Hair - Pablo Kuemi

Grooming - Rebecca Wordingham

Models - Cameron, Jason Minnaar, Jeremiah Barko Dijour

Casting - Emilie Astrom

Bracelets - NICOMEDE.EKATERINAPRONINA