Wil Beedle launches Shoreditch Ski Club in Selfridges

By Godfrey Deeny - 30 October 2018

Finally, a cool new rival for Moncler.

Wil Beedle, the long-time creative director of AllSaints, has launched a brand new puffer-driven collection this Monday in London's Selfridges.
Named Shoreditch Ski Club, the collection is targeted at urban hipsters looking for a fresh take on this decade’s most ubiquitous winter fashion item – the puffer jacket.

SSC debuted in the department store chain’s iconic Oxford Street emporium and on Selfridges.com. Its opening retail space encompasses 650 feet on the store’s third-floor designer studio.

“Life is a collision of clans, cultures and categories, so into this nonsensical world comes Shoreditch Ski Club. Because Shoreditch Ski Club makes no sense. No one goes skiing in East London. And there is nowhere less subversive than a snow-capped mountain peak,” Beedle told FashionNetwork.com.

Blending the shapes of the Alps with the codes of the street, SSC features dramatically cut puffers and stirrup ski pants, made in acid-bleached denim with bondage straps, D-rings and harnesses; while shearling jackets are cut kimono-style with batwing sleeves.

“The collection is that place where the nihilism of punk meets the self-righteousness of the eco-warrior,” continues Beedle, an English literature major from Cambridge University, who spent time as an artist in Paris before returning to London in 2006, and becoming menswear director at AllSaints.

Six years later, he was promoted to AllSaints' chief creative director, working with the brand’s newly appointed global CEO William Kim.

Now, with Shoreditch Ski Club he has sewn together Alpine with anarchic.

By Godfrey Deeny

Copyright © 2020 FashionNetwork.com All rights reserved.