

JOHNSTONS OF ELGIN PRESENTS:  
**AW20 COLLECTION AT LONDON FASHION WEEK**

Johnstons return to London Fashion Week for the fourth consecutive season.



On Monday 17<sup>th</sup> February 2020, Johnstons of Elgin presented its Autumn Winter 20/21 collection to the gathered fashion media in the historical Grade II listed surroundings of the iconic Serpentine Gallery.

Autumn Winter sees Johnstons of Elgin embracing its strengths, leading the way in Cashmere and textile innovation. Looking back to go forward this season, Creative Director Alan Scott took inspiration from landscapes around the globe including the Scottish Highlands, South American skylines and ice-capped Mongolian mountains. He also looked at re-imagining long-established weaving techniques, bringing them back to life alongside traditional fair isle jacquard prints.

With three years of development and investment going into the new collection, 21 womenswear and 9 menswear looks were showcased across knitwear, outerwear and accessories. The collection explores the origins of fine fibres and their roots, using bold and authentic patterns fused with a colour palette of traditional colours against China Blue, Ice-Water Aqua, Amber, Harissa, Lotus Pink and rich Gold.

Hero pieces to highlight throughout the new collection include the Reversible Mongolian Kimono Jacket, a modern twist of a classic, which was presented alongside the Red Tweed Check Trench Coat, Mongolian knitwear inspired Kilim Jacquard Cardigan, and the striking Check Reversible Car Coat in Tweed Check and Olive Ventile.

Scott has created a unique collection where each piece reflects the brands historic journey throughout the years, with his modern designs creating a juxtaposition against traditional techniques, showcasing a new level of innovation in Cashmere and Merino Wool tailoring and knitwear.

Additionally, the expanding Athluxe and travel pieces feature minimalist detailing, clean lines and luxury silhouettes in new fibres, which lift classic styles to offer an uncomplicated and sophisticated look.

With craftsmanship, technical innovation, fibre sourcing and sustainability at the heart of the brand, the collection reflects the home of their Cashmere and Vicuña fibres, looking at the textures and textile patterns of Scotland, Mongolia and Peru.

Alan Scott says, "This collection really completes the overall architecture of The Johnstons of Elgin brand, which has been in the planning process for a number of years. For past seasons, we have worked to build up the brand infrastructure, and by investing in new technology it has allowed us to create pieces that both reflect our heritage and look forward to the future in terms of technical fabric and garment manufacturing. This has allowed us to become more relevant, real and accessible as a brand.

For Autumn Winter 20, the collection is all about reflecting on our history and global sourcing and using this as a starting point to look to the future. Using 3D seamless technology has allowed us to both experiment and elevate quality throughout the entire collection. We have also tried to keep hand crafted skills alive and interweave them alongside new technology, to create pieces that are completely innovative. A pivotal collection for us, it has continued our new positioning; as an all year-round brand – offering a trans-seasonal approach to cashmere that is innovative confident and unique."

ENDS



## PRESS

For further information, imagery or interview opportunities please contact:

**Seven Dials PR**

E: [johnstons@sevendialspr.com](mailto:johnstons@sevendialspr.com)

T: 0203 740 6476

## SALES

To view the show collection, please contact:

London (18<sup>th</sup> to 21<sup>st</sup> February 2020)

**Oscar Macdonald**

Johnstons of Elgin Showroom

77 New Bond Street, London W1S 1RY

E: [o.macdonald@johnstonsofelgin.com](mailto:o.macdonald@johnstonsofelgin.com)

T: 0207 227 3131

## PRESENTATION ACKNOWLEDGEMENTS

Styling – Prue White

Makeup – Kat Stewart and team

Hair – Karen McDougal and Karen Thomson and team

Jewellery provided by Ariana Boussard-Reifel

Men's footwear provided by Russell & Bromley

Hats provided by Lock & Co Hatters

Production – Studio Boum

Press – Seven Dials PR

Creative Design – Andy Fielding at D8

Photography – Mark Seager

Videography – Lloyd Almond

Floristry - Flower

**With special thanks to:**

Charles Heidsieck



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JOHNSTONS OF ELGIN, 77 NEW BOND STREET, LONDON W1S 1RY