

Topman Launches New Designer White T-Shirt Project

TOPMAN

Released on: June 02, 2009, 10:06 am

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Industry: [Consumer Services](#)

Topman has launched the fourth in a series of projects which invites a handful of designers to create their ideal version of a staple wardrobe piece. This season sees the humble white T-shirt reworked by designers Richard Chai, Phillip Lim, Christopher Shannon, Juun J, JW Anderson and Henry Holland alongside the in-house Topman design team.



Both JW Anderson and Christopher Shannon have shown their designs with Topman previously through the MAN partnership with Fashion East which started eight seasons ago.

JW Anderson presented designs as part of MAN AW09 and is widely being hailed as one to watch. His design uses an eclectic mix of details: a long raglan sleeve finished with a shirt cuff, split shoulder button detail and a scoop back hem. The overall look is reminiscent of a traditional shirt.

Christopher Shannon has twice shown as part of MAN and is renowned for re-working sportswear. For the latest project, Shannon has designed a T-shirt using his trademark all-over print design. This design is available in two colourways; one a tonal white-on-white print and the other a black-on-white contrast print.

MAN has been the only on-schedule menswear show for a number of years and was the catalyst to this year's successful AW09 dedicated menswear day.

MAN enables a handful of young designers to show their collections during London Fashion Week.

US designer, Phillip Lim, has taken his inspiration for the latest project from Asia, using origami style folded pleats to create a bib front T-shirt design, a leisurewear piece that has transpired from a tailored shirt design.

New York based designer, Richard Chai, has gained a cult following as part of the new wave of American menswear designers. Chai has kept his T-shirt design simple using asymmetrical patchwork shapes to create a simple yet effective design.

Originally from Korea Juun J made his debut in 2007 at Paris Fashion Week, now he is a regular on their schedule. Juun J has produced a poncho style oversized hooded T-shirt design to create a distinctive streetwear feel.

Henry Holland, who is famed for his tongue in cheek slogan T-shirts has this time gone for a simple approach by producing a straightforward monochromatic T-shirt with a contrast 'H' appliqué which is complimented by a square neckline.

This time Topman Design has produced two design options to meet the project brief. The first is a boxy oversized T-shirt with a non-functional oversized pocket design. The second is a double layered T-shirt composed of two varying neck lines with a tubular folded hem.

The full range of white [T-shirts](#) from the new project are being made available from the flagship Topman in Oxford Circus London and New York stores as well as online at topman.com. The range will also be available in New York, Sweden, Japan, Russia, Singapore, and Thailand.

About

Topman offers the latest in mens fashion, encompassing mens shorts, [mens printed T-shirts](#), [retro T-shirts](#) and a range of styles to suit every shopper. Topman's extensive [mens clothing](#) collection embraces everything from the latest fashion trends to classic pieces, and extends to mens shoes, accessories, mens underwear and formal wear. Topman also provide the simplest way to search for and buy mens clothing, placing it among the leading fashion retailers in the UK market today.

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