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NYCCT

Designer Profiling

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Craig Green isn't the name you hear commonly when going shopping but due to his achievements and advancements it will be just a matter of time before everyone knows who Craig Green is and has a piece of his fashion in their closets. Craig Green is a designer based out of his hometown of London, This is where Green would learn all of the fashion skills that has made him a renowned designer today. The first school that Green

attended that can be accredited to his success in the fashion industry is Central Saint Martins an university in London, his interest was not fashion at the start of attending university but as time went on he grew to love it. Green enrolled in Central Saint Martins to obtain a BA in fine arts, a few weeks into classes he would end up making friends with a group of fashion students and that's when his interest in fashion began and has yet to stop (Emina,2020). Here is where Green

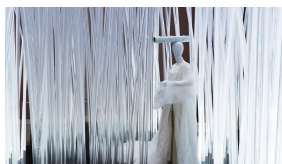


would learn about menswear designers such as Walter Van Beirendonck, Henrik Vibskov, and Bernhard Willhelm, these designers aren't as well known as say Rick Owens but they are designers in the top of their class and could be viewed as “outsiders” and this interested and inspired Green (Rabkin, 2018). Green was astounded at how inspiration for fashion can come from pretty much anywhere, this is why a lot of his inspiration is drawn from sculptors due to the fact that this is why he initially enrolled in CMS.

Green's first show was in 2013, a few years after his graduation from CMS. At the time Green had realized what his unique positioning would be when designing which was his interest in both uniforms and sculptors which we can see in his first runway collection in the years between 2010-2015 (Rabkin, 2018). These inspirations are what make Green's fashion pieces stand out from other menswear designers but also fit in in other areas of art such as sculpting and architecture, one of his most talked about pieces featured wooden planks in both black and white. This unique approach would allow Craig Green to win a few awards, gain recognition and work in partnership with commonly known fashion brands early in his career. Green's first achievement within the fashion industry came from



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entering a contest with New Era, a hat company who was celebrating their 90th anniversary, for the contest Green designed a hat made out of a bronze sheet and various different pieces of wood. Green was still in school at this time so this was really all he could afford to make but his creativity in using non common objects in fashion such as sticks of wood and barbecue skewers allowed him to win the contest and gain some buzz in the menswear sector of fashion. After this achievement Green's success has been on an uprise. 2015 was a year that allowed Green to display his fashion in places

much farther than London, his fashion pieces were displayed in the Metropolitan Museum of Art (BoF. 2020).

Bibliography

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