

PUBLIC SCHOOL

COMPANY PROFILE

Public School is a New York story. Creative Directors Dao-Yi Chow and Maxwell Osborne, born and raised in New York City, represent the convergence and restless energy of the city they live and work in. Founded in 2008, Public School blends high and low references from fashion, music, and art to redefine the landscape for both menswear and womenswear. The collections are defined by tailoring precision and proportion play, with emphasis on attitude, imperfection, and sophisticated ease. At the heart of the Public School design is an amalgam of disparate ideas. The term “streetwear” is often used to describe Public School’s hard-to-define aesthetic. The designers work with a predominantly black palette, but the line would never be misconstrued as Goth. It’s sporty without being too casual, upscale with swagger, a mix of high and low. From the outset, their collections were a critical crossover hit for established fashion magazines and street-styles blogs. In 2010, they were inducted into the inaugural group of the CFDA’s incubator program.