**SPRING / SUMMER 019**

At the heart of C.P. Company’s S/S019 collection is a contemporary reinterpretation of the brand’s iconic, original, colour card of warm greys, khakis, military greens and navy blues, first developed in the 1980s to reflect the new role of military and sportswear in European urban subcultures. From this initial point of inspiration, C.P. Company developed a family of new proprietary synthetic performance fabrics, specifically tuning them to absorb this iconic range of colours during the garment dyeing process in unexpected, experimental and intense ways.

Most notable amongst these new fabrics are QUARTZ, a nylon woven that combines a matte and shiny yarn to produce a complex but extremely wearable ‘mineral’ effect when garment dyed, MEMEC, an ultralight 3-layer TvyekTM fabric whose pu coating allows for this “undyeable” fabric to take on colour, and finally MEMRI, a high-density woven polyester/nylon microfiber canvas that memorizes creases and wrinkles given by use thanks to the torsion and woven density of the fibers, producing a classic C.P. “hard-wearing” effect. Two new dyeing techniques, HILITE and SHIBORI, further the chromatic transformation of C.P.’s iconography: HILITE, applied to a series of different fabrics throughout the collection, target-dyes single fibers in a multi fiber garment, creating sophisticated “bleached out” tonal combinations while SHIBORI, here applied to a series of sponsor-inspired graphic t-shirts, mimics the garment dyeing “game” of creating resistance to colour, turning it into a graphic effect.

The collection maintains the same highly contemporary jacket and overshirt shapes of recent seasons, with the further development of a modular system of oversized pockets precisely derived from the original Goggle Jacket pocket configuration that mutate and adapt to different performance exigencies throughout the collection. An important part of the collection is dedicated to sweatshirts - this season featuring performance numbering graphics and aggressive use of zipped pockets and openings – and fully-fashioned knitwear as this family of products takes on ever more importance as an entirely new category of outerwear. As always with C.P. Company the references to the world of performance outdoor and athletic wear are precise and authentic.

The result is a collection of aggressive sportswear pieces in a range of colours that are immediately and iconically recognizable as C.P. Company, but which have at the same time been tinged, faded, bleached, scuffed, dirtied and polished with the attitudes of a new urban landscape.

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