

# PONDER.ER

AW21 COLLECTION

WHERE A MAN BELONGS



As the next chapter of the brand's storyline, "Where A Man Belongs" continues to explore the identities of cowboys in a contemporary context. Checks and plaids, commonly seen in western style garments are being twisted and reconfigured into abstract forms, playfully resonating with the curvy decorative stylelines carefully placed in the majority of the pieces in the collection.

Textures and prints are once again the focus of the collection, often used in conjunction with one another to produce a strong graphic effect. The brand's signature HUG shirt is reinvented with distorted patterns directly printed on top, materials such as faux leather and wool are used with PONDER.ER's signature treatment of liquefying shapes and known garments. Frayed and lace knitwear structures have additionally added vulnerability to the looks.

The brand has also invested more time in developing their ideas with sustainable materials, the pandemic has presented the brand the opportunity to reflect on the way designers produce and create. Deadstock fabrics from factories in China are used throughout the collection, with a selection of nylon and denim textiles being cut into thin tapes for hand-knitting. Fabric wastes are given a new purpose through craft and innovative experiments.

## **PONDER.ER AW21 Presentation Concept**

PONDER.ER AW21 Concept Film follows a group of modern cowboys and cowgirls taking a break from the Wild West and their restricted uniforms. While having love for the nostalgic elements of the western-style, we look into their self-reflections and obsessions, and how they explore their own styles and diversified identities while staying in touch with their old selves.

## About PONDER.ER

PONDER.ER is the brainchild of creative duo Alex Po and Derek Cheng. The pair met whilst studying at the prestigious Central Saint Martins in London, with both BA collections being selected to showcase at the Press Show. Po then went on to further sharpen his skills and vision at the Royal College of Art specialising in Men's knitwear.

With a common interest in exploring the world of Menswear through an alternative approach, the creative partnership was formed in 2019 with the intention of challenging gender stereotypes and raising questions against social norms. PONDER.ER, a gender fluid label was born to expand and reinterpret the contemporary Men's wardrobe through dissecting and reconstructing ideas inspired by traditional Menswear, found objects and everyday experiences in urban cities.

## Designer Profile

**Alex Po** graduated from Central Saint Martins in 2016. His BA collection, inspired by the 1930s Men's swimsuits and the 1970s Men's disco suits won the Alcantara Sponsorship Award and was showcased at the annual Press Show. While studying Po interned at Simone Rocha, Charlie Allen Bespoke and Christian Wijnants. Upon his graduation, Po continued his studies at the Royal College of Art specialising in knitwear, challenging the different possibilities of combining Menswear with knit. He was chosen to work with Botto Giuseppe for an exhibition in Pitti Filatti in 2017. Po received incredible feedback from the industry with his MA collection in 2018, his work has received press coverage from both online and print publications including Vogue, HERO Magazine, 1 Granary and more.

**Derek Cheng** is a Central Saint Martins graduate whose BA graduation collection was included as part of the institution's 2016 Press Show. The collection titled "Objects of Hong Kong" pays tribute to Cheng's homecity, celebrating local cultures and exploring relationships between garments and social changes. The collection was featured on Vogue, HIGHSNOBIETY, WGSN/INSIDER and more, Cheng was also selected as one of the CFDA+ graduates in the same year. During his studies, he had gained work experience with 1 Granary, Aitor Throup, Nicomede Talavera and Ximon Lee.

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