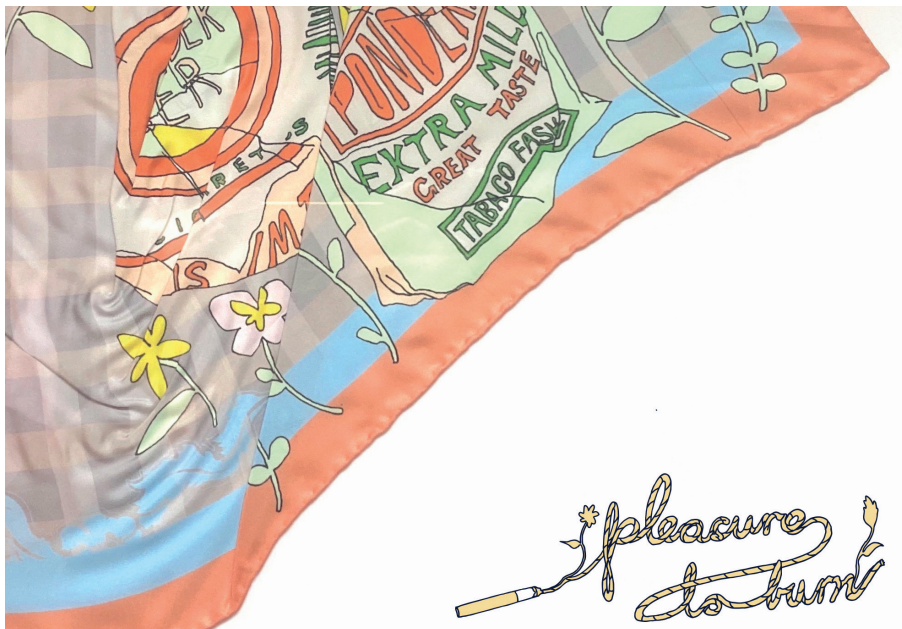


# PONDER.ER

SS21 COLLECTION

## PLEASURE TO BURN



Captivated by vintage cigarette commercials and advertising campaigns, especially in the 1950s & 1960s, PONDER.ER investigated how the traditional archetype of the masculine had been presented visually in the past. Through this collection PONDER.ER continued to explore the concept of “Liquid Masculinity” through playing with these outdated notions of masculinity with imaginative textile manipulations and placements of details.

Western-style shirts are reinvented by incorporating chain-embellished pipping details; classic denim workwear shapes and details are exaggerated and liquefied, constructed with delicate see-through textiles with dip-dyed effects previously seen in the brand’s last collection. Knitwear remains a key aspect of the collection, a draped t-shirt made with stainless steel yarn is seen combined with a half tank top through an experimental part-knit technique, morphing two shapes into one. Recycled nylon tapes and paper yarns are utilised to construct fully textured hand-crochet pieces with original graphics printed on top.

The element of collaboration has evolved during this uncertain time, accessories designed and produced in **collaboration with London-based jewellery brand SWEETLIMEJUICE will be unveiled as part of “PLEASURE TO BURN”**. A nod to the old-fashioned western style is seen through scarf prints and graphics with crushed cigarette boxes paired with decorative floral and rope patterns, hand-drawn by a Hong Kong print artist. And last but not least, a large-scale bamboo sculpture made by local bamboo artisans in Hong Kong will also be presented in the SS21 concept film.

The classic rugged cowboy look is being reconceived with a contemporary mindset, eventually leading to a gender-neutral outcome that embraces diversity and self-identity. Through “PLEASURE TO BURN”, PONDER.ER offers its audience a cigarette break to toxic masculinity and the still lingering social restrictions on gender roles.

## 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.

@PONDER.ER

[www.ponder-er.com](http://www.ponder-er.com)

[info@ponder-er.com](mailto:info@ponder-er.com)