

SOME THING OLD [DARL] E



Find us on socials
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Contact
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AW22
reinvent your
wardrobe

AN INVITATION

INTO SLOW FASHION



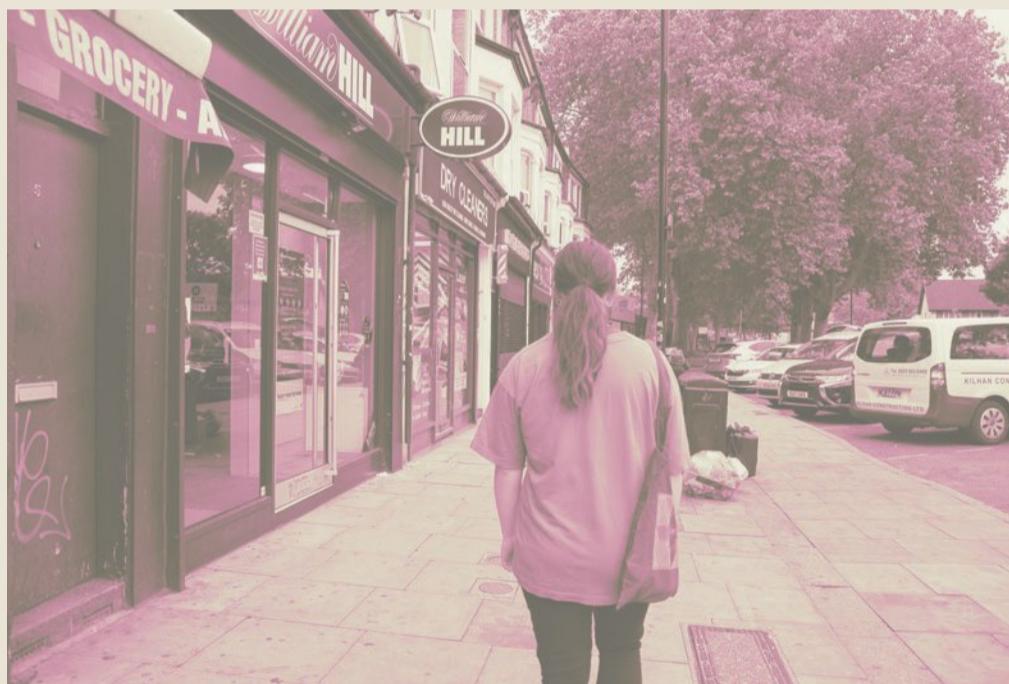
SOMETHING OLD IS HERE

To reinvent the second-hand clothing industry. We want our audience to reimagine their relationship with clothes, the economy and start a relationship with printmaking. Our workshops enable people to make a statement through what they wear.

THE FASHION INDUSTRY IS

in flux, and we pose the question - can printmaking be a way forward?

We collaborate with fashion brands, galleries and other agencies for launches, key events and bring in new customers.



Initial item: old charity t shirt

Outcome: fun t shirt

Model: Hannah Wilkinson

Price: £45

HOME COMFORTS

This t shirt features an illustration of my own living room, screenprinted on, and made to last. The fabric is light and breathable too.



Initial item: plain grey t-shirt
Outcome: illustarted tee
Model: Kimberly Tan
Price: £180





Something old came about through an exasperation at fast fashion, paired with a deep desire to make printmaking accessible to everyday people.

A BRIEF HISTORY



Start to
diamond
-Symbol Rel

10

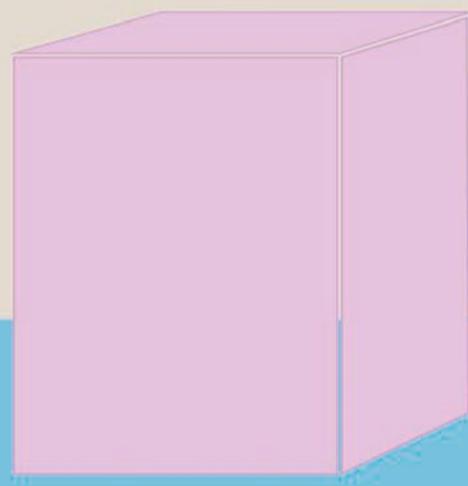
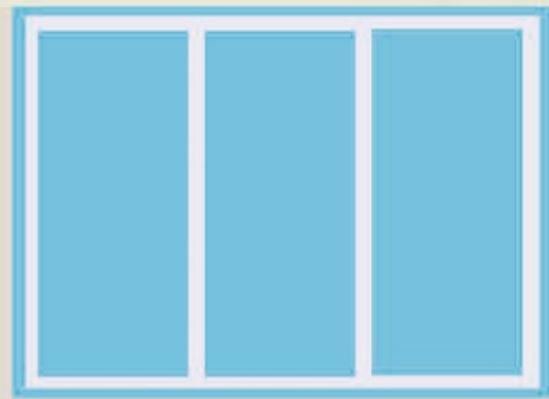
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7

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3



VISUAL



ISATION

Our live events can look something like this by the time we're done printing.

GRAPHIC SYMBOLS AS CURRENCY



Initial item: suede jacket
Outcome: jacket with print detail
Model: Kimberly Tan
Price: £3.44

REPEATING

on



This tote bag
is embellished
with a repeat
pattern of
citrus fruits.

Initial item: blue
tote bag
Outcome lino
printed tote
bag
Model: Hannah
Wilkinson
Price: £6.60



Initial item: denim jacket

Outcome: denim jacket with religious
symbolism

Price: £12

BARDO

Layering of the prints creates a different effect again.



Initial item: off the shoulder striped top
Outcome: top with celtic decoration
Model: Hannah Wilkinson
Price:



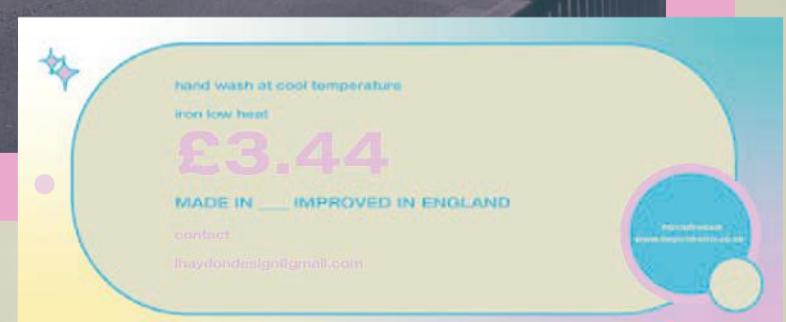
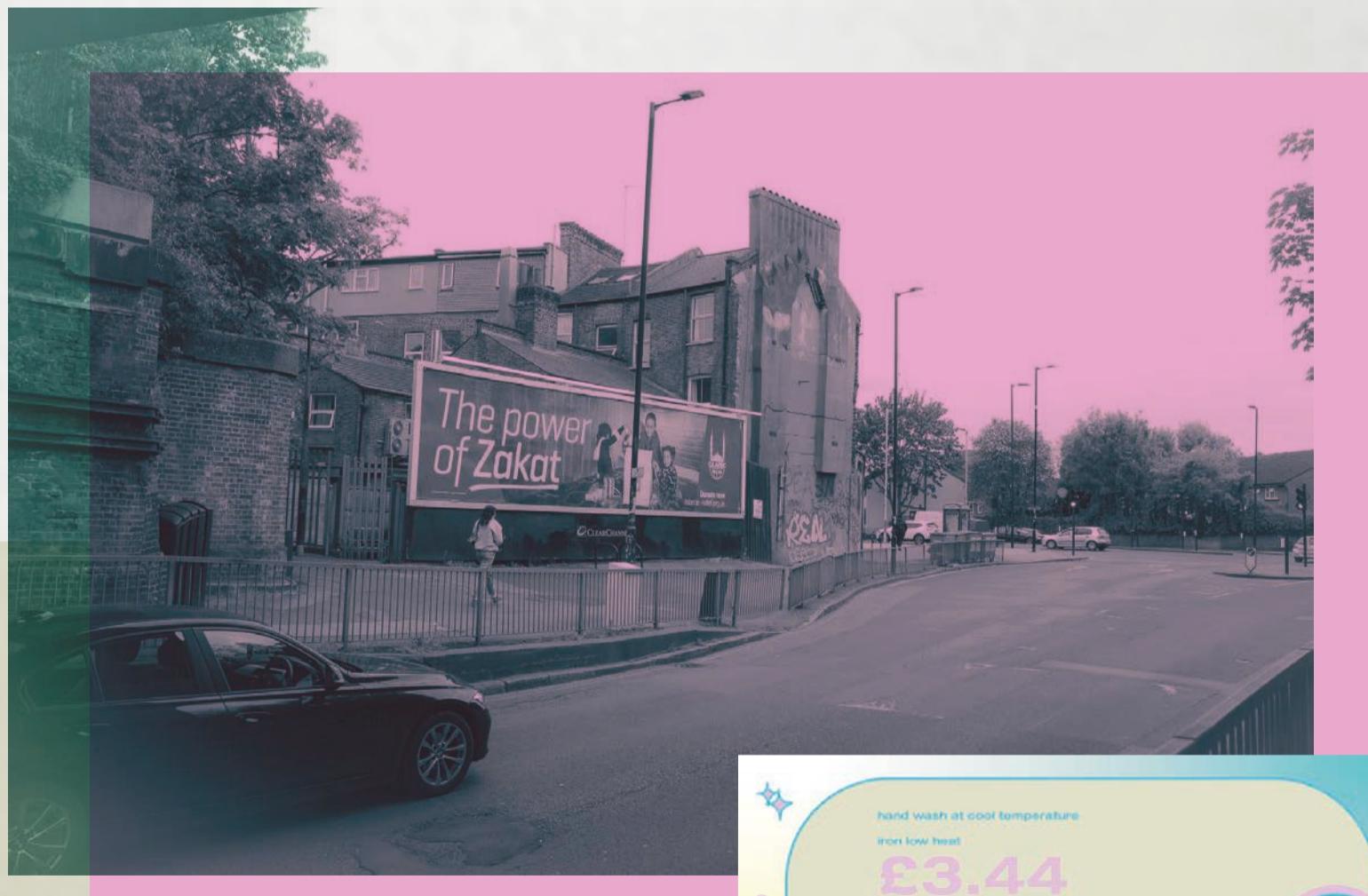
WANT TO COLLABORATE

Product launches

Sustainability

Brand sustainability strategy

Seasonal events + milestones



A bit about our label...

SYSTEMS OF VALUE

What would you say your values are? Maybe a top 3, if it's hard to pin down? They could be anything from a world view, religious belief, to a hope for a healthier planet.

I think what usually lets us know our values is how much we're prepared to spend or not spend. But of course, there are more layers to this concept than that.

At Something Old, we believe that what you wear is a statement to the universe - and so is how you wear it.







Our stickers and motifs are
a way of communicating
the narrative of repair,
edit embellish instead
of take - make -
waste.

SOMETHING OLD ICONOGRAPHY



SWEETHEART
NEW GOLDEN
BROWN
GREEN
HONEY
WHITE
MINT
LIME
MILK
CHOCOLATE
BROWNIE
CAKE
ICE CREAM
FROSTED
GLAZED
CUPCAKE
CAKE
CAKE
CAKE

BORROWED

(Our name originates from an old rhyme told to brides for good luck, we hope our clothes delight those who wear them with good fortune too)

Design -
L Haydon

