

SERI

AW 19

37.7667° S, 144.9628° E

PHOCOENA SINUS



Patrick Perez is neither here nor there. With a demonstrated history of working in diplomatic and creative industries, it is progressive and conceptual design, well made garments, and artistic endeavors that keep his interest - whether he is in his home town of Washington DC, USA: at work on location in Manila, Philippines; or learning in his beloved current home of Melbourne, Australia.

Since recently graduating with a Bachelor of Fashion (Design Technology) from RMIT University, in Melbourne - it was in his studies that he would go on to learn: his natural curiosity and creativity, which he recently had chosen to follow, were only accentuated by his international upbringing and varied work experiences - like working in almost every department at the Embassy of Australia in Washington DC - to interning at the Martin Agency in Richmond, Virginia - to apprenticing and working at a fine leather goods manufacturer in Manila.





POISE
AUTUMN / WINTER 2019
BY PATRICK PEREZ

ABOUT

DEVELOPMENT

PRE COLLECTION

CAMPAIGN

SPONSORED BY
THE AUSTRALIAN WOOL EDUCATION TRUST



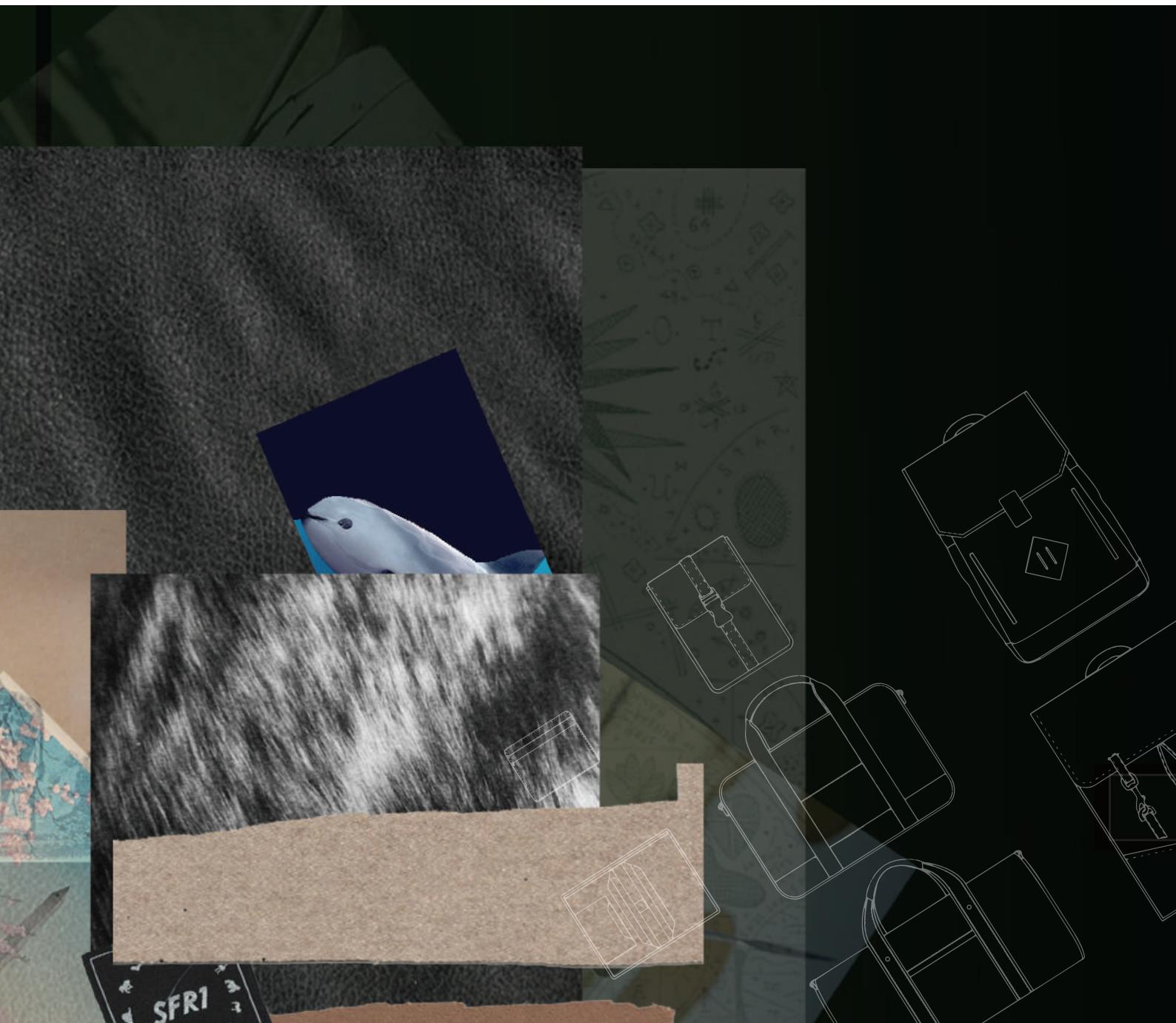
/sə 'fa:ri/

SFRI (pronounced Safari) strives to promote the preservation of all things natural, especially endangered species and habitats. By way of community, concept and design SFRI is always establishing.

As an aspiring entrepreneur, I founded a clothing company which produces mens and womens streetwear and accessories. Since its conception, SFRI has produced ten small collections, five campaigns, over eighty-five products, and received partnerships with three international organisations, the World Wildlife Foundation, Ol Pejeta Conservancy in Kenya, and Xavier University's EcoVille in Cagayan de Oro,

Philippines. Responsibilities encountered as an entrepreneur - Business planning and development, Sourcing capital, Financial Management and accounting, Timeline and logistics management, Communication management, Sourcing / buying materials

Responsibilities encountered as Creative Director: Apparel and Accessory Design, Production management (domestic and offshore), Marketing and sales development, Visual merchandising (5 retailers), Website design and E-commerce, Art direction and styling , Assistance with photo and video production, Social media





MAHALOHAWAII
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aloha army



I FIND CLARITY IN CRAFTSMANSHIP AND PRECISION

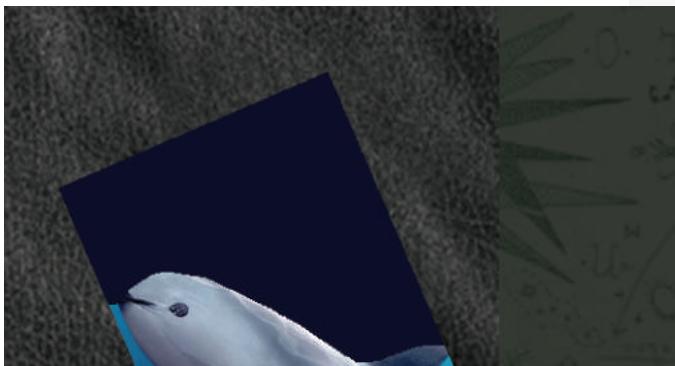
As an American born from immigrant parents, it is important that I keep my heritage in mind as I pursue a career in the global fashion industry. I am the literal and symbolic product of my parents. They have provided for and continue to inspire me to chase my creativity and dreams. That being said, I see myself as a maker of fashion because I am in love with the creative and professional processes involved with the development of clothing and accessories.



FOUR YEARS, TEN CITIES & ONE CAUSE

Vaquita, the world's most rare marine mammal, is on the edge of extinction. This little porpoise wasn't discovered until 1958 and a little over half a century later, we are on the brink of losing them forever. Vaquita are often caught and drowned in gillnets used by illegal fishing operations in marine protected areas within Mexico's Gulf of California. The population has dropped drastically in the last few years.

The vaquita has a large dark ring around its eyes and dark patches on its lips that form a thin line from the mouth to the pectoral fins. Its dorsal surface is dark gray, sides pale gray and ventral surface white with long, light gray markings. Newborn vaquita have darker coloration and a wide gray fringe of color that runs from the head to the dorsal flukes, passing through the dorsal and pectoral fins.



POISE AUTUMN / WINTER 2019
FABRIC SELECTION AND SOURCES

70% Virgin Wool
30% Cashmere
Davisha
Melbourne

100% Leather
TLC
Manila

100% Cotton Denim
Nippori
Tokyo

80% Recycled Sea
plastic/20% Nylon
Remnant Warehouse
Sydney



100% Wool
The Fabric Store
Melbourne

100% Merino Wool
The Fabric Store
Melbourne

100% Cotton Linen
Marikina
Manila

75% Cotton
25% Nylon
Swatchon
Seoul





POISE PRE COLLECTION

The Poise Autumn Winter 2019 collection as well as its pre-collection has been in the works for years now, as I have been patiently and miticulously learning the skills necessary to develop products from concept to finished product - in terms of both on and offshore manufacturing.







LAWSON TOTE
OPPOSITE: CHARLOTTE FEATURED WITH
THIS TOTE I DESIGNED FOR MY COUSIN IN LAW SCHOOL







ABOVE: JAYDEN FEATURED WITH THE LU BACKPACK
I DESIGNED FOR MY FRIEND AND CLASSMATE
OPPOSITE:
DEVIN FEATURED WITH THE OG SAFARI PACK

SFR1 CAMPAIGN

To encounter someone with poise, there is an element of mystery.

Devin and Stu grew up together skateboarding, amongst a band of brothers they know as the crew.

Now well into their twenties, the crew is spread across the globe, from their home on the eastcoast of the US - in DC and New York, to Europe and Australasia.

Major milestones are being reached by the members of the crew, so travel to see each other and to be present for each others accomplishments have become a common occurrence.

Devin and Stu are somewhere on a journey to see one of their members, the viewer does not know who or why.

Their camp is an eclectic mix of things from home and things borrowed. Props reference who they might be seeing.

Everything about the members reference their upbringing exploring metropolitan streets together, their love for hip hop and music in general - and socialising is a major aspect of the team dynamic, subsequently a drink or two is necessary for any sit down.

Stylistically, Devin and Stu's attires are vague, their tailored garments aren't traditional nor formal, but warm and comfortable for lounging or an evening out. - With them they have an excess amount of bags, indicating that their travel is not close but they are well equipped.

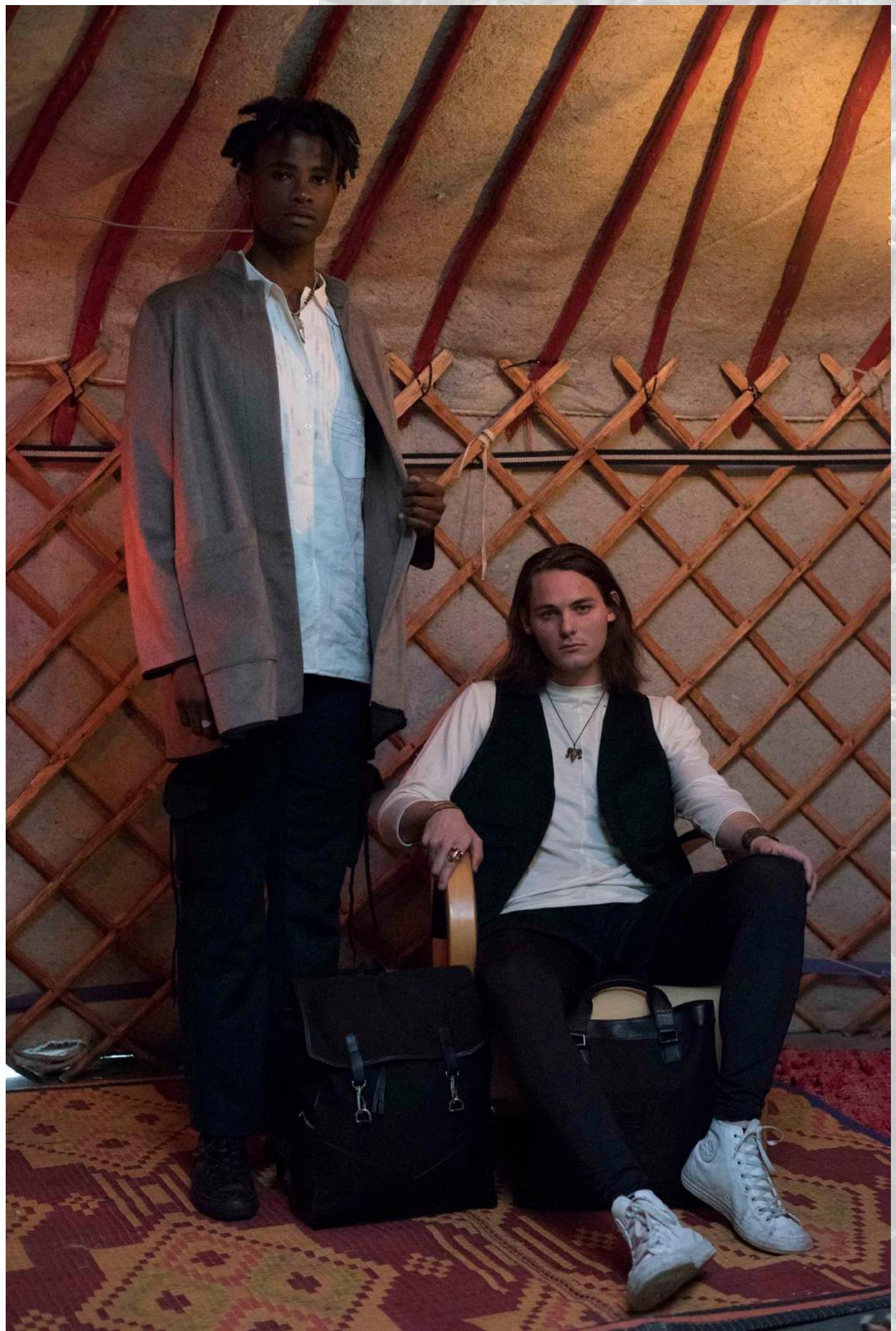


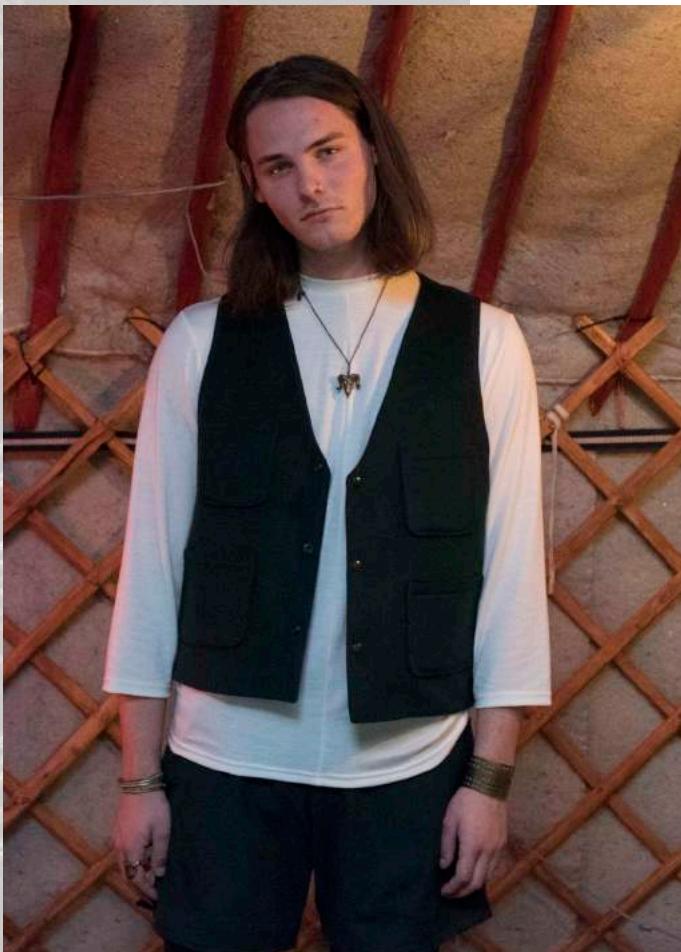
POISE AUTUMN / WINTER 2019

POISE AUTUMN / WINTER 2019 IS INSPIRED BY MANY THINGS, PREDOMINENTLY MY TRAVELS IN RECENT YEARS, AND THE AIM OF THIS COLLECTION IS TO NOT PROVIDE MY MARKET WITH WELL MADE GARMENTS BUT TO ALSO RAISE AWARENESS FOR THE CRITICALLY ENDANGERED VAQUITA.

MANY THANKS FOR THOSE INVOLVED IN THE DEVELOPMENT OF THIS COLLECTION. THERE ARE FAR TO MANY TO NAME - THUS, I WILL LEAVE IT AT CAMPAIGN PHOTOSHOOT CREDITS:

CREATIVE DIRECTION: PATRICK PEREZ
PHOTOGRAPHER: TIMOTHY TREASURE
STYLING: HARRIS INAYAT
MODEL: DANIEL & EFE
ASSISTANTS: SOPHIE HARRIS, AMBER RIGNEY, RUBY FARLEY-STEERE



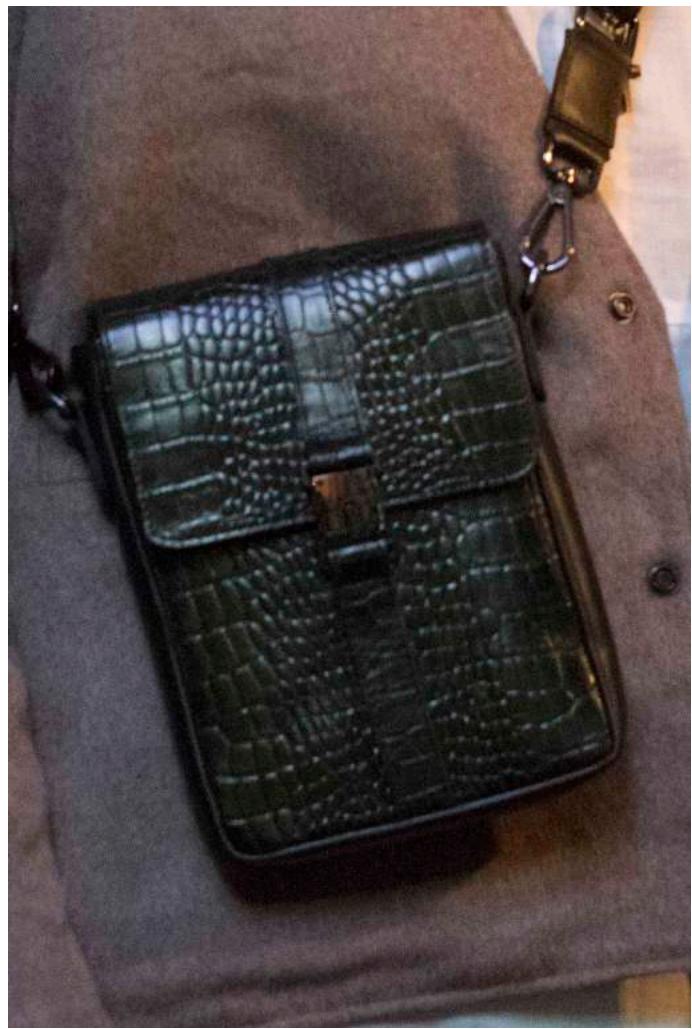


ABOVE: DANIEL WEARING MERINO 3/4 SLEEVE
KNIT SHIRT, REVERSIBLE WOOL VEST WITH
WATERPROOF LINING, WOOL WIDE LEG SHORTS,
AND RECYCLED SEA PLASTIC LEGGINGS / EFE
IS WEARING THE LINEN HAVANA SHIRT, WOOL
ATELIER OVER SHIRT, AND WOOL TRAVEL PANTS
OPPOSITE: MODELS ARE FEATURED WITH THIS
SEASON'S SAMPLES OF THE LU BACKPACK AND
WATSON TOTE



ABOVE: DANIEL WEARING MERINO 3/4 SLEEVE KNIT SHIRT, REVERSIBLE WOOL VEST WITH WATERPROOF LINING, WOOL WIDE LEG SHORTS, AND RECYCLED SEA PLASTIC LEGGINGS AND IS SEEN HERE WITH THE OG SAFARI PACK IN HAIR ON LEATHER / EFE IS WEARING THE LINEN BARONG SHIRT, REVERSIBLE WOOL CARDIGAN, AND TAILORED WOOL TRACK PANTS
OPPOSITE: EFE IS FEATURED IN THE ABOVE OUTFIT BUT WITH THE OF DUFFEL IN HAIR ON LEATHER





ABOVE: EFE FEATURED WITH THIS SEASON'S DRU
BRAG AND LAWSON BAG IN GREEN CROC LEATHER
OPPOSITE: DANIEL IS FEATURED WITH TWO
SAMPLES OF THE BRON TOILETRY CASE IN NUBUCK















ABOVE: DANIELS IS WEARING THE LINEN HAVANA SHIRT WITH THE REVERSE SIDE OF THE WOOL CARDIGAN OVER TOP, AND TAILORED WOOL TRACK PANTS. / EFE IS FEATURED IN THIS SEASON'S SFR1 SUIT: REVERSIBLE WOOL VEST, WOOL SAFARI JACKET, AND WOOL TRAVEL PANTS.













