

AREA BOYS



BY

*House of D2*

SPRING SUMMER

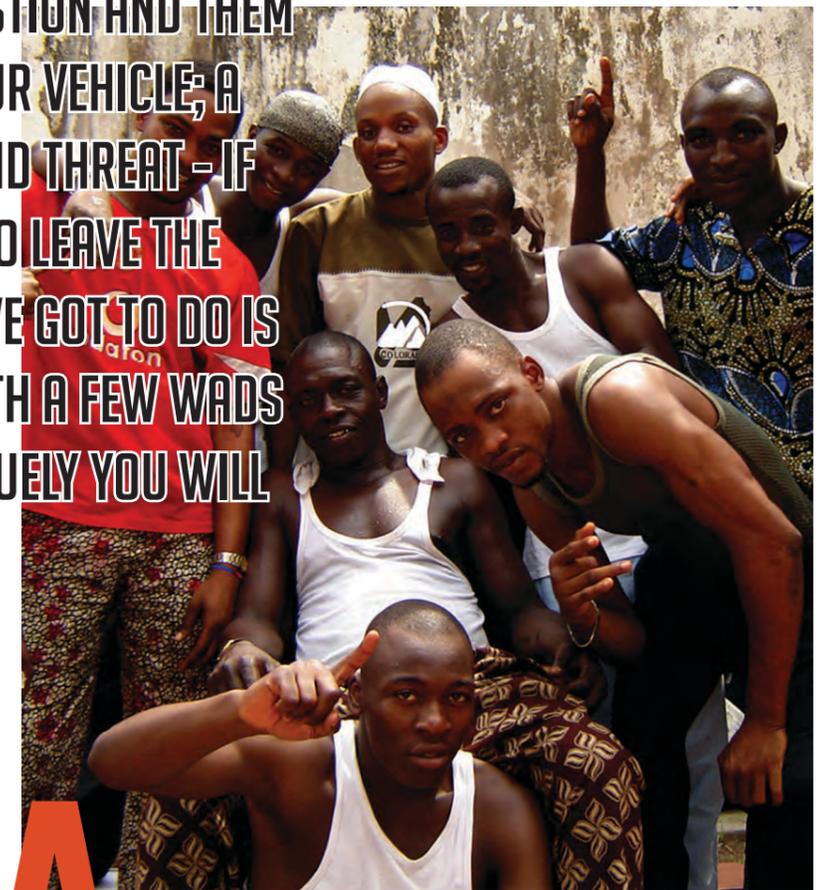
A TRUE INTEGRATION OF CULTURE BRINGING NIGERIAN LUXURY, VILLAGE TRADITIONS AND LONDON STREET STYLE. THE GRAPHICS INSPIRED BY TRADITIONAL BENIN ART, THE PROVERBS FROM MY GRANDMOTHER AND SILHOUETTES INFLUENCED FROM NATIVE NIGERIAN GARMENTS; ALL STYLED TO SEAMLESS FIT IN THESE LONDON STREETS.

I WANTED TO MAKE THIS COLLECTION REALLY PERSONAL TO ME AND WHAT'S MORE PERSONAL THAN HERITAGE? GROWING UP IN TO TWO CULTURES IT'S SOMETIMES HARD TO FIT IN OR DECIDED WHICH TO EMBRACE THE MOST; WITH AREA BOYS I WANTED TO REMOVE THAT ISSUE AND SEPARATION. AREA BOYS WASN'T ABOUT DOING SOMETHING NEW (AS IF MIXING CULTURES WAS NEW) BUT DOING IT BETTER THAN BEFORE. BRINGING NIGERIAN LUXURY FASHION INTO STREETWEAR NOT TO SHOUT LOOK AT ME "I'M FROM NIGERIA" WITH CLICHÉ BOLD PRINTS BUT FOR THOSE TO STAND IN THE ROOM PROUDLY REPRESENTING WITHOUT THAT ADDED ATTENTIONS.

I ALWAYS DESIGN WITH STYLING AT THE FOREFRONT OF MY VISION AND THIS COLLECTION WAS NO DIFFERENT. IF EACH PIECE DIDN'T WORK SEAMLESSLY WITH ONE ANOTHER, IT WASN'T GOING INTO THE COLLECTION. MADE FROM NYLONS, SCUBA JERSEY AND FOUR TYPES OF LINEN TO REPLACE THE OBVIOUS DENIM, AREA BOYS STAYS IN THEME OF SPRING SUMMER EXOTIC WITH THE AGREEABLE CHOICE OF FABRICS WHILE STILL FEELING AT HOME IN LONDON.



YOU'RE THEN MET BY A GANG (THERE'S NO OTHER WORD FOR THEM) OF SO CALLED AREA BOYS AKA TOUTS, WHO FOR SOME REASON BEYOND ME, ARE ALWAYS SO HYPER. LITERALLY JUMPING AND BOUNCING UP AND DOWN, THEY CHANT "ORISA!" IT TOOK ME YEARS TO RELISE WHAT THEY ACTUALLY MEAN TO SAY IS "ALRIGHT SIR?" THE POINT OF THEIR RHETORICAL QUESTION AND THEM HUDDLING AROUND YOUR VEHICLE; A SORT OF MIXED PLEA AND THREAT - IF YOU KNOW YOU WANT TO LEAVE THE PLACE SAFELY ALL YOU'VE GOT TO DO IS LINE THEIR POCKETS WITH A FEW WADS OF CASH... AND THEN TRUELY YOU WILL BE ALRIGHT.....



# ORISA

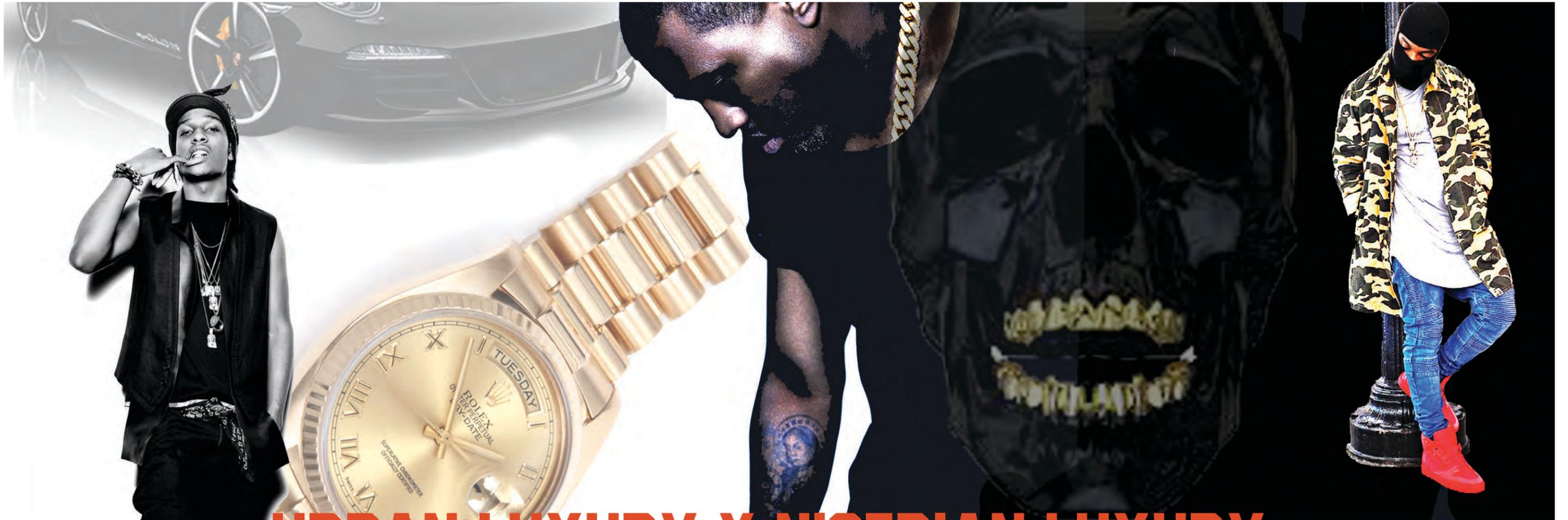


**WE ARE AREA BOYS**

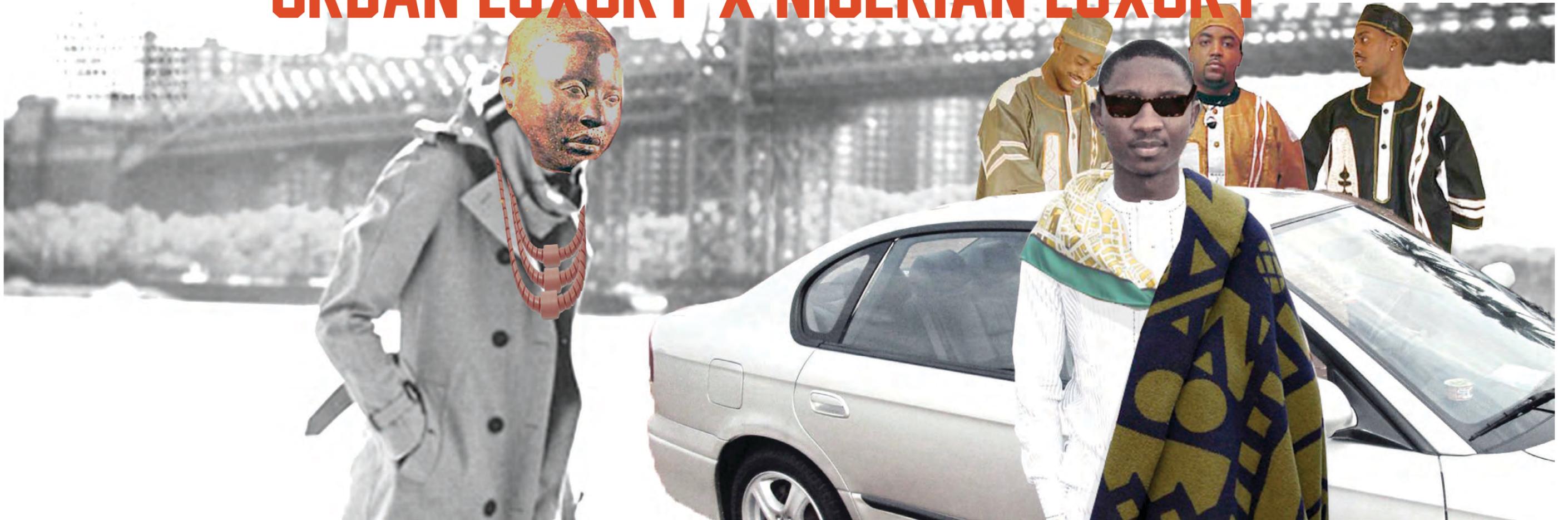


**ITS ALL A PROCESS**





# URBAN LUXURY X NIGERIAN LUXURY





# CORAL BEADS

**WHERE'S YOUR GRILL**





**Gola**<sup>®</sup>  
C L A S S I C S



*x HODZ*







LOOK 1



LOOK 1



**A CLEAR  
CONSCIENCE  
FEARS NO  
ACCUSATIONS**



**LOOK 1**



LOOK 1



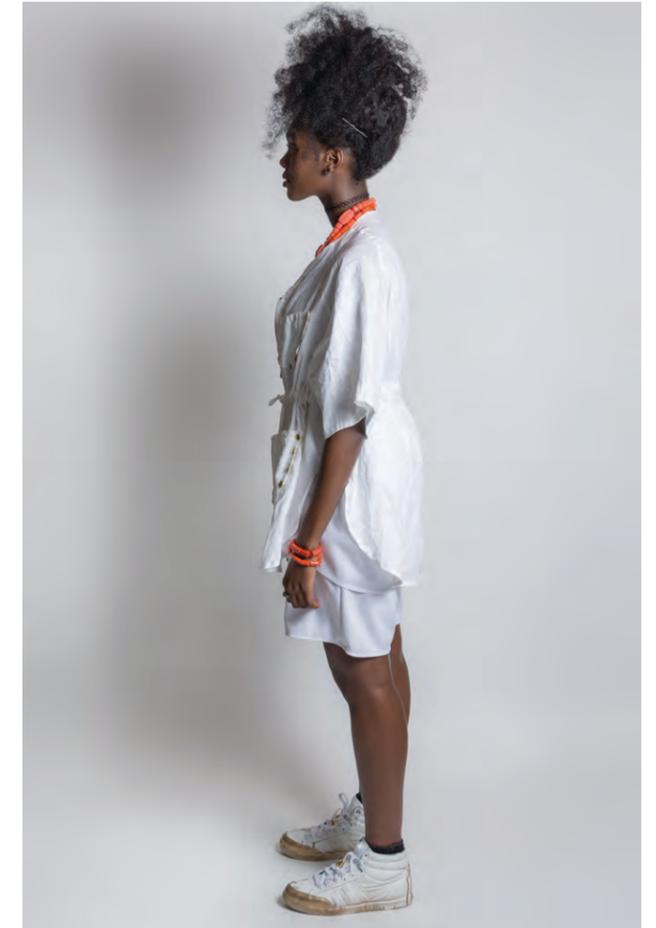
LOOK 2



**LOOK 2**



**A BAD  
MASQUERADE  
GIVES THE FAMILY  
A BAD NAME**



**LOOK 2**



LOOK 2

LOOK 3



**LOOK 3**



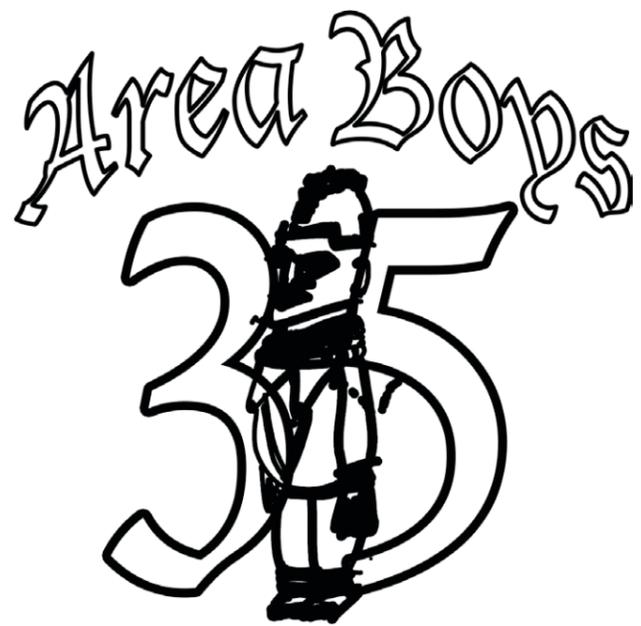
**LOOK 3**



**LOOK 3**



**LOOK 4**



**LOOK 4**



**LOOK 4**



**LOOK 4**





**LOOK 5**



**NO MATTER HOW  
RICH YOU ARE IN  
CLOTHING YOU CAN  
NOT ACQUIRE THE OLD  
RAGS OF AN OLD MAN  
EXPERIENCE  
ACQUIRED WITH AGE  
CAN NOT BE BOUGHT  
WITH MONEY**



**BE CAREFUL NOT TO  
KILL A CAT BECAUSE  
YOU WILL FORVEVER  
PAY FOR IT**

**5  
LOOK**



**LOOK 5**





**LOOK 5**



**LOOK 6**



**LOOK 6**



**A JOURNEY OF  
A LIFETIME  
STARTS WITH  
JUST A STEP SO  
BETTER LATE  
THAN NEVER**



**LOOK 6**



**LOOK 6**







# WE ARE AREA BOYS SPRING SUMMER 2016





**FOR ALL INFORMATION AND SALES ENQUIRIES, PLEASE CONTACT:**

SAMMIE DZ OLAWUYI  
SALES@HODZ.CO.UK  
07846240909

**FOR ALL PRESS ENQUIRIES, PLEASE CONTACT:**

JADE@ETCETERALOSANGELES.COM  
JADE IKAZOBOH  
ETCETERA LOS ANGELES, LLC  
117 WEST 9TH STREET  
SUITE 1124  
LOS ANGELES, CA 90015  
+1818-667-5736  
ETCETERALOSANGELES.COM

**CATWALK PHOTOGRAPHY:** VOGUE.CO.UK  
**PHOTOGRAPHER:** DRAGOS IONESCU WWW.IDRAGOS.CO.UK  
**STYLING:** SAMMIE DZ OLAWUYI  
**MODELS:** DEENA (@BLVSIXXING) /  
ANDRE (@KINGCOCAINE\_) / TOSIN (@TOSSELLATE)  
HENRI (@RUBIOVAR)

**FOLLOW US**



**IN PARTNERSHIP WITH**

