

“QUOTE”

While current times may require the voice of reason, young people are replacing their Supreme hoodies for a knitted Pringle of Scotland argyle tank top or, an oversized tweed suit preparing for the battlefield of politics. Call it a backlash against the grilling times of social media, or another SS19 trend there is no doubt of the imperative need to join in on the conversation within society. We not only see the style on the runway but illustrated in upcoming movie *Mary Poppins Returns* set to release this year. Lin Manuel Miranda plays character 'Jack' who cheerfully styles his grey tweed flat cap with a Mister Rodgers coloured red waistcoat and light grey pinstripe suit jacket, fully embracing the grandad style.

Whether you want to look like the stereotypical nerd, Steve Urkel from US TV show, *Family Matters* who sported red braces, round 1980s glasses and knitted argyle red, grey and cream tank top. Or, perhaps David Beckham replacing his locker room football kit for an *Only Fools and Horses*, Uncle Albert enthused style. From nursing homes in Devon to the 'cool' streets of Shoreditch the grandad look certainly is getting around. Moto Guo, Malaysian born fashion designer, launched in 2015 embraces the classic comedic golf grandad look with a fluorescent green and orange knitted argyle jumper with a ruffled detailing turtle-neck, and burgundy bow slap bang in the middle.

As young people continue to defy gender norms it is no surprise that this manoeuvres to age. Beauty norms are at a rapid pace of continuous change, youth looking to now 'icons' such as Iris Apfel. With the golden aged social media models such as, the 73-year-old Charles Allcroft, Icon Accidental or the 71-year-old grandad Alojz Abram who rocks his Yezzy's better than you do. Abram said to *Complex*, "I'd say that I'm not too old and that there is no such thing as 'too old.'" Ironically, 20-year olds are purposefully looking older, mustard-toned corduroys, brown farmer flat caps, vintage tweed jackets and of course, comical coloured baby blue and cream golf print argyle knitted tank tops. Luckily, all pieces are worn separately otherwise you would look like a comedy act.

Grandad provides a theoretical safety net for young people in the uncertainty that is faced in the everyday lives of society. Someone you turn to for advice (even when you haven't asked for it) it is no surprise that for young people to dress older it reflects the age-old glorified advice they may think they have to give. As *Only Fools and Horses* celebrates its 38th year in 2019 and the new musical, *Uncle Albert* is a key example of someone who has a boat full of life's advice to give with no one who wants to listen. Albert's style, the flat caps, sweaters and corduroys are reflected on and off the SS19 men's wear runway. With designers such as Gucci, Wales Bonner and Lanvin who had bright pink knitted tank tops said to *Vogue*, "To me it's about finding a new kind of elegance, a new kind of sophistication, and a new kind of language."

Is fashion embracing the full grandad look? Not quite yet, the youth of today take snippets of the past inspiration while shifting it for a modern 21st-century approach. Take the sock and sandal for example a style that was for-ever diminished as 'ugly'. Rap artist such as Post Malone who came out with a line of Crocs or, *Maison Margiela MM6* who featured the style for SS19 are now treating the look as something revolutionary.

Throughout Shoreditch, we are seeing the look come to life from a classic chunky knit cable cream cricket tank top or silver pocket watch and burgundy brogues. How will the style trickle down into high street? In vintage store, Rokit who sell a range of different styles and The Brick Lane Vintage Market with stalls that will transport you through the eras. Will the sweater vest replace the 'hipster' stereotype, as it is slowly starting to fade away it brings in new styles (from the past) we are now entering a new wave of the 'hipster' stereotype? Can we see high street stores such as Topman and River Island fade away their classic skinny jean for a new pair of wide leg trousers or a knitted tank top instead of the latest hoodie?

OLD IS THE NEW

LOOKING

HIP

(REPLACEMENT)



Gucci SS19
Raf Simmons SS19
1970s Sweater Vest Advert.

WHILE LOOKING LIKE YOUR DAD MAY HAVE BEEN 'COOL' LAST SEASON, SS19 IS ALL ABOUT ROCKING YOUR GRANDDAD'S KNITTED TANK TOP OR TWEED SUIT JACKET...



Lin Manuel Miranda in Mary Poppins Returns.



Uncle Albert, Only Fools and Horses

Clockwise from top left:
Argyle knitted jumper from MotoGuo.
Lanvin SS19