



Press Release

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Leeds College of Art fashion students collaborate with HIP boutique menswear store

What better way to showcase Leeds College of Art fashion talent than to team together with an uber 'hip' menswear store in Leeds. A collection of students from the BA (Hons) Fashion programme at Leeds College of Art collaborated with the men's boutique store - Hip, in their recently opened branch in Leeds Trinity shopping centre.

The students were set a live brief to create a communication package for the independent store in the run up to Christmas, which included a zine to advertise their products, a new window display and an event to launch the package to the public. Projects like this help prepare students for a career, helping them build industry links and their aspirations. The window display is currently on display over the Christmas period at [The Hip Store](#), Trinity Leeds.

Students Gabrielle MacCarron, Shona Northey and Clare Goldsmith who worked on the collaboration commented: *"The Hip Store is a good match because it's independent as is Leeds College of Art and it's good to work with a smaller brand as well. The whole process has been very personal and interactive with the owner. It's good to keep things locally based. We're giving Hip a branding communication package whilst they're supporting us with our live brief."*

"We came up with the initial concept through brainstorming ideas and decided on going with the concept of water and ice. It's a Christmas window display but we didn't want to make it obvious with Santa hats. The idea of ice and water is quite wintry and fits with (The Hip Stores) clothes, as they have a lot of outdoor wear."

Hip store owner Everton Campbell comments on the collaborative project: *'This is really the first time we've ever done something like this, to me it makes me wonder why we've never collaborated like this before, it just feels like the right thing. It's great to have met the students personally, you can see that they just want to work and make the most out of it. It's been a really good positive feeling about what I've actually got from the students I've met. They are the next generation in fashion'.*

The live launch event brought together all the work that the students have compiled over the past few months. Work on show at The Hip store includes a striking zine, an inventive window display for the Trinity Leeds store, along with a film featuring an interview with The Hip Store's founder, Everton Campbell.

Editor's Notes

Leeds College of Art

Founded in 1842, Leeds College of Art is an innovative institution that has changed the way art qualifications are taught and structured in Britain today.

We combine academic and vocational excellence in all our undergraduate programmes. Our focus is to put student's talents to practical use, so their creativity is channelled towards a successful career or postgraduate study.

Our students and staff create a unique community of vibrant, ambitious and deeply creative artists and designers. We are based in Leeds, an internationally acclaimed centre for teaching and learning in addition to being a leading hub for creative and digital industries.

www.leeds-art.ac.uk

Hip Store

The Hip Store is one of the UK's most established independent boutiques and has its retail roots in Leeds. They recently opened a store in Trinity Leeds, moving from their Thornton's Arcade location, and sell interesting menswear brands offering more than your usual, bland, high street men's stores.

The Hip Store was recently featured in The Guardian as one of the Top 10 Men's Fashion destinations in the UK. The Hip Store has been a flagship of the Leeds independent scene for more than 25 years, stocking brands such as Adidas, Barbour, Fred Perry, Norse Projects, Ralph Lauren and many more.

<http://www.thehipstoreonline.com/>

