

CHRISTOPHER SHANNON

Upon gaining a scholarship to the Central St Martins MA Menswear course, led by the renowned professor Louise Wilson, Christopher Shannon moved to London from his native Liverpool.

Shannon's graduate collection featured collaborative pieces with sponsors including Eastpak, Calvin Klein and Levi's. His work for Eastpak turned into a hugely successful partnership that spanned seven collections – more than any prior Eastpak partnership – and was available in over 200 stores worldwide.

After graduating, the respected MAN panel declared his work worthy of a place in London Fashion Week at the Topman-sponsored show. Three seasons later, Shannon moved to the innovative NEWGEN scheme, going from back-to-back shows to a well-earned solo spot.

The designer's unique take on sport pieces, technical fabrics and his modern use of finishings, along with the use of casual silhouettes infused with unexpected elements, gave the brand international recognition and helped win him the Dunhill Menswear Award in 2008. His work has subsequently appeared in publications including GQ Style, Vogue Homme Japan and Dazed and Confused, and has he worked with the likes of legendary stylist Judy Blame.

Now with the brand being stocked in over 20 stores worldwide; a celebrity fanbase that includes Professor Green and Jessie J; and Shannon being called on to lend his styling skills to Arena Homme and i-D; Shannon is the menswear designer of the moment and one to continue watching.