

APPAREL AND ACCESSORIES

Turnbull & Asser shows its sartorial edge in tattoo artist collaboration

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Mo Coppoletta working on the Furious Eagle print

By STAFF REPORTS

British menswear label Turnbull & Asser has teamed with a family-run tattoo parlor to present consumers with a bold and unexpected accessory collection.

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For its "Project Furious Eagle," Turnbull & Asser recruited tattoo artist Mo Coppoletta to design an exclusive print to be featured on the menswear maker's pocket squares. The limited-edition silk print uses traditional tattoo artistry to celebrate Turnbull & Asser and Mr. Coppoletta's shared British heritage in an unanticipated way.

Inked in silk

Turnbull & Asser launched Project Furious Eagle in collaboration with Mr. Coppoletta's family-run tattoo parlor, The Family Business, found in Exmouth Market in London.

Together, Turnbull & Asser's head of design Dean Gomilsek-Cole, Mr. Coppoletta and the team from The Rake magazine created the limited edition prints seen on the menswear label's silk pocket squares and its mega square.

In a 90-second film, Mr. Gomilsek-Cole is seen entering The Family Business to sit down with Mr. Coppoletta to discuss their joint collaboration. During the video, the viewer learns that through brainstorming sessions and looks back into the archives, Mr. Coppoletta took propaganda from the Soviet Era and WWI and modernized the illustrations.

While they chat, Mr. Gomilsek-Cole explains the similarities between designing a pocket square and tattooing, both of which rely on storytelling through imagery.

The Rake x Turnbull & Asser x Mo Coppoletta present - Project: Furious Eagle

The pair also concluded that nearly everyone today, regardless of dress, has some sort of secret, and a pocket square's design, as with a tattoo, is often tucked away from sight for only personal viewing.

Available at Turnbull & Asser's London, New York and online boutiques, the Project Furious Eagle collection features a standard pocket square in grey with green, gray or purple.

The \$145 pocket square features a large eagle at the center, wings out spread and its talons gripping the crest of Turnbull & Asser and The Rake magazine. The eagle is surrounded by olive branches, cannons, flags, spears, bayonets and cranes, while a ship and multiple masts border its wing span.



Turnbull & Asser Furious Eagle pocket square in grey and purple

For the \$575 Sartorial Survival silk mega square, which measures 140 centimeters on all sides, Mr. Coppoletta took a tongue-in-cheek approach to Esmarch bandages used during war of the past. In the illustrations, men are shown tying the bandages in sartorial ways as if we were a fashion statement rather than first-aid.

Of the illustrations, some men are dressed in Turnbull & Asser-esque garb and others are without clothing, letting their tattoos be viewed. Keeping consistency across the entire collection, two eagles hold a banner reading Turnbull & Asser on the corner of the silk- and wool-blend square.



Turnbull & Asser's Sartorial Survival silk mega square

Turnbull & Asser's pocket squares are hand-printed followed by screen-printing while the mega scarf is digitally printed. Both versions are printed in Cheshire, Britain.

Tattoos have gone from taboo to commonplace, and luxury has embraced the culture.

For example, Italian apparel and accessories label Tod's marked the reopening of its London flagship store with some ink.

The brand's boutique at 2-5 Old Bond Street is now more than double its previous size at 6,000 square feet, with three

levels selling the full men's and women's collections, including ready-to-wear, handbags and shoes. Commemorating the opening, Tod's worked with tattoo artist Saira Hunjan to create a limited-edition handbag ([see story](#)).

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