

APPAREL AND ACCESSORIES

Nicholas Kirkwood stages revolution for spring runway show

September 25, 2018



Nicholas Kirkwood's spring/summer 2019 show. Image credit: Nicholas Kirkwood

By SARAH JONES

British footwear label Nicholas Kirkwood is asking consumers to resist the ordinary in a fashion-themed tale of oppression.

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For the brand's runway show at London Fashion Week, Nicholas Kirkwood staged "Interference," a conceptual narrative about a style dictator, with models serving as the rebels opposing tyrannical shoe rules. Turning the event into more than a one-off show, the label has released a short film version of the experience that views more as a campaign film than a typical runway live-stream feed.

"His runway revolution was an homage to the #MeToo movement by featuring Rose McGowan as one of the most outspoken voices of the movement and focusing the theme on resistance, hacking and cyber reality," said Dalia Strum, educator at [The Fashion Institute of Technology](#), New York.

"The show really brought awareness to white hat hacking and working with companies to change the face of the hacking world and use their skills to help companies find their flaws," she said.

Ms. Strum is not affiliated with Nicholas Kirkwood, but agreed to comment as an industry expert. [Nicholas Kirkwood](#) was reached for comment.

Fashion police

Nicholas Kirkwood's IGTV film for Interference opens with a series of short clips of masked faces, newscasters and a hacker appearing on a computer screen.

Setting up the story, a female narrator shares exposition in voiceover as her words are typed on a computer screen. She tells of a "tyrannical dictator" called Z, who rose to power following a violent revolution.

Situated in London in 2019, the story says that in this imagined world, creativity and self-expression are being outlawed, forcing rebels underground. The brand named the resistance NK19, a nod to the brand and the 2019 fashion season.

Nicholas Kirkwood tapped actress Rose McGowan to star in the show. She is the first to appear in the story, as she emerges from a bed wearing a white jumpsuit with a hood.

Getting up, she walks over to a fridge and turns on a television. What plays is an infomercial from "QVZ," in which two orange-hued hosts share their excitement over a pair of basic shoes.

"You too can look strikingly ordinary," says one of the broadcasters as he holds up a nude pump.

[View this post on Instagram](#)

Nicholas Kirkwood presents: Interference #SS19 Watch the full film on IGTV. Starring: @rosemcgowan
@miri_kat @wiwin_zhong @huanmodel @xvjing1213 @ohroza @lauratrab @wiwin_zhong
@hannahelysebarbercruz @amiira.real @heidi.rolphstott @winnieharlow @souad_swaray @sitabellan
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Prod. (Fake Newz / QVZ & Z films): @blueshadowsfilms @londonfashionweek #LFW

A post shared by Nicholas Kirkwood (@nicholaskirkwood) on Sep 21, 2018 at 2:54pm PDT

Instagram post from Nicholas Kirkwood

Next Ms. McGowan heads to a computer, as an anchor on the news tells a story of someone found with Kirkwood footwear, which is banned by the "Fashwan Polizei."

The actress begins to hack, as Z's face appears, warning that individuality and self-expression are punishable by death.

Models then appear as members of the resistance, whether dancing or taking matters into their hands behind a computer screen. The finale of the show was staged as a lineup, as NK19's hideaway is raided by masked figures.

Runway revamp

Increasingly, brands are looking to their fashion shows as consumer-facing, creative events.

British accessories label Anya Hindmarch took a different approach to London Fashion Week with an interactive installation that brought to life a motif from its collection.

For the label's Chubby Collection, a giant beanbag made to look like a cloud was installed at the Banqueting House in London. The idea of the cloud came from the collection's cloud theme ([see story](#)).

U.S. fashion label Tom Ford also went against the grain by choosing not to stage a live runway presentation for its spring/summer 2016 collection.

Live-streaming fashion shows has become commonplace whether they are filmed from above by drones or documented by models through the use of streaming and live action applications such as Snapchat and Periscope. Tom Ford has dismissed the aforementioned marketing techniques, opting for a social video adaptation of a runway presentation ([see story](#)).

"The featured collection [at Nicholas Kirkwood] was all inspired by tech and cyber reality and it was a strategic approach to highlight it without the typical runway lens," Ms. Strum said. "It shows a forward-thinking approach from Nicholas Kirkwood filled with innovative concepts and intrigue with how he's going to storytell them with his next collection."

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