

RETAIL

## 24S joins forces with 2022 LVMH Prize finalist

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*Inspired by Paris, the collection consists of five inclusive jackets. Image credit: 24S*

By LUXURY DAILY NEWS SERVICE

French e-commerce company 24S is celebrating the creative savvy of an up-and-comer.

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The work of British-Nigerian designer Iniye Tokyo James, a 2022 LVMH Prize finalist, a new capsule is now live on the luxury site. Inspired by Paris, the collection consists of five gender-neutral summer outerwear pieces.

"We wanted to spotlight the jacket this season, against a Parisian backdrop," said Maud Barrionuevo, buying and marketplace director at **24S**, in a statement.

"Tokyo James revisited a blazer, a bomber, a leather jacket, by reworking the silhouettes and adding patches, zippers, embroideries and written love notes to Paris."

New wears

24S has been showing support for rising talent throughout the year.

This latest collaboration follows work done with South Korean designer Ashlynn Park and American creative Conner Ives earlier in 2023. Now, the creations of Mr. James join them, live on the 24S website.

One of eight finalists to make the cut for the 2022 LVMH Prize in March of that year ([see story](#)), the designer has become known for his bold looks and edgy yet simple modernity.

*An interview with Mr. James reveals his inspirations behind the modern designs*

He is now counted among the emerging talent coming from a new generation, having launched his own eponymous label in 2015 in Lagos.

This latest line, "Paris," stays true to his signature style, hosting contemporary looks and bright colors, inspired by Nigerian fashion. These elements are combined with English tailoring, references to the French capital and gender neutrality.

Each of the five jackets is listed on both the men's and women's sections of the 24S website, accented by imagery of

Mr. James and a model donning the items around Paris.

The visuals are expressive, a campaign video depicting the two figures posing on streets around the City of Light. The jackets they wear range from \$1,884 to \$778, such is the case with the Vegan leather Cropped Biker Jacket and Paris Jacket, respectively.

24S x Tokyo James - Discover the LVMH Prize 2022 finalist's capsule collection, only at

<https://t.co/VYh1AjBfTq> <https://t.co/MypqBzCOiA> [pic.twitter.com/SzqUFkohfA](https://pic.twitter.com/SzqUFkohfA)

24S (@24S\_official) July 13, 2023

This marks the fifth consecutive year that 24S has worked with an LVMH Prize finalist to put out an exclusive capsule.

"Dreaming is creating, and creating garments is a way to breathe new life into a dream, to allow every human experience to exist in our everyday lives," said Mr. James, in a statement.

"I focused on jackets because they're versatile, ambivalent, both protective layers and a way to express our identity."

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