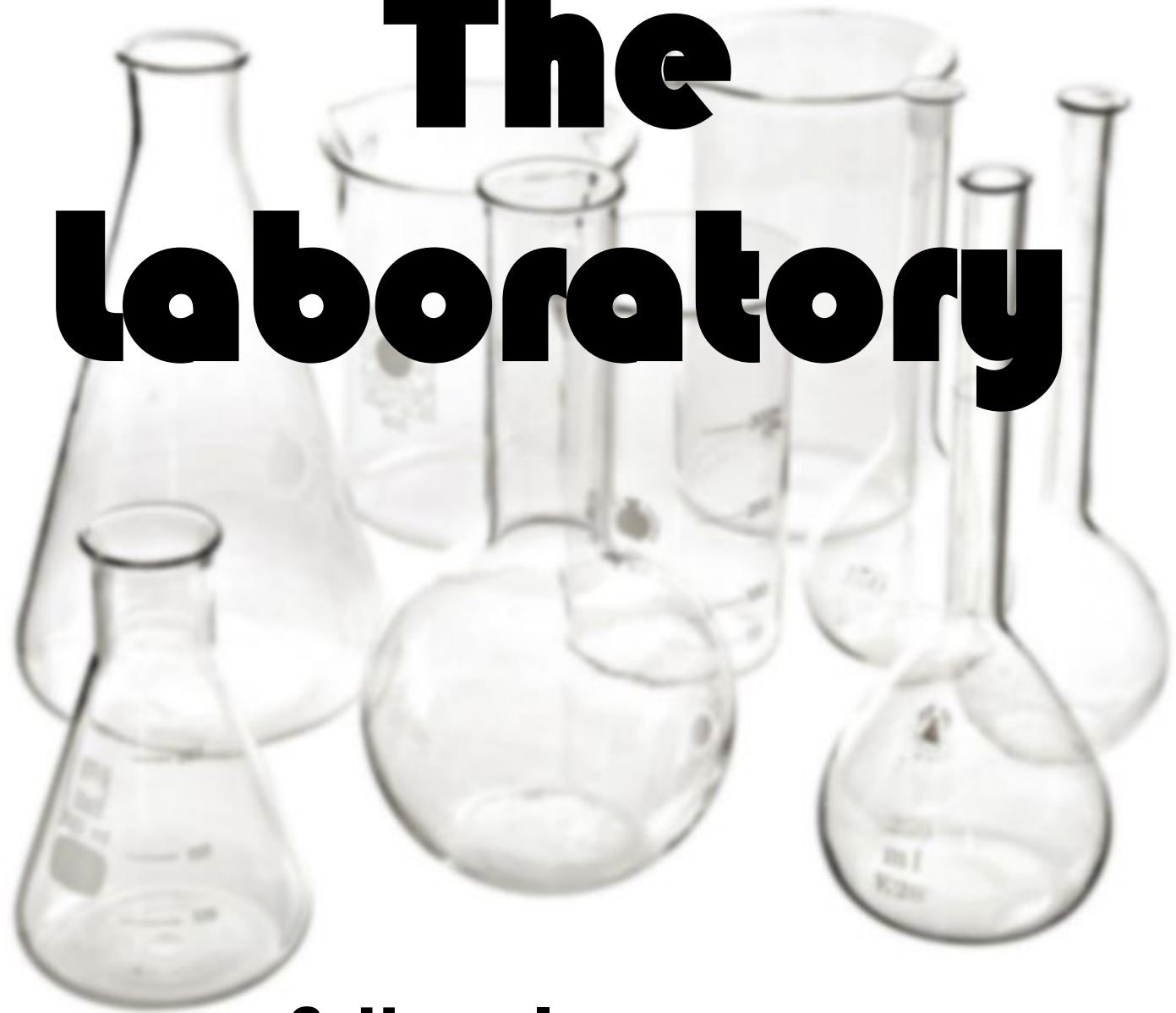




The Laboratory



Anthony Ioannou

Mission Statement- 3

Visual References Page- 4

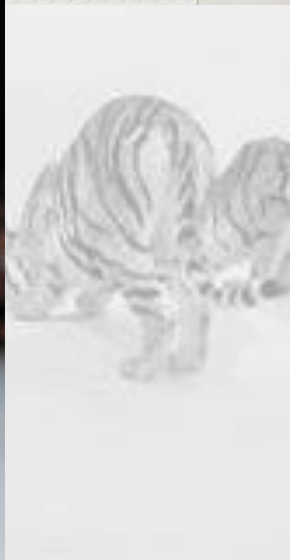
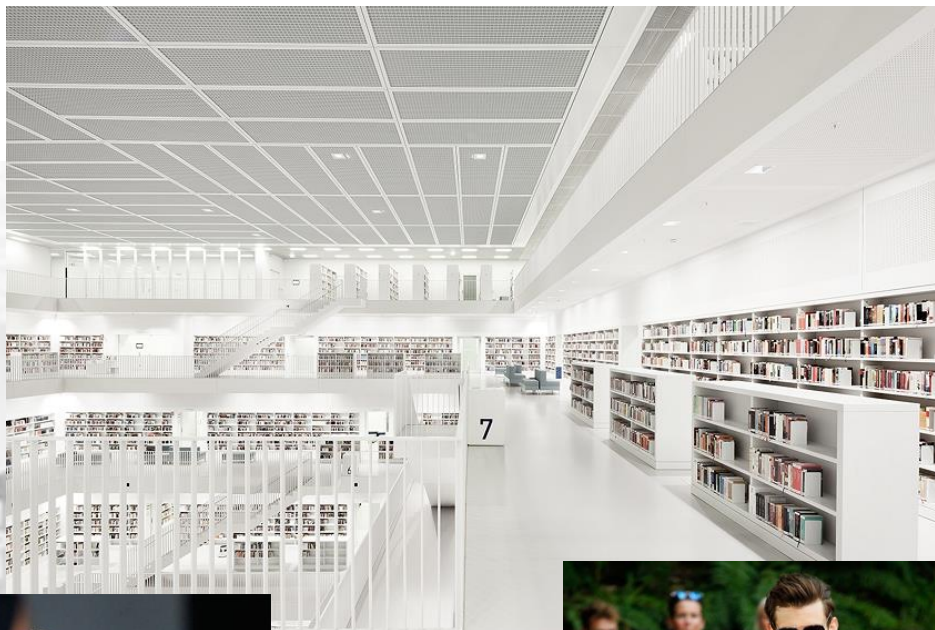
Garments- 5-10

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A group of tigers is shown in a savanna-like environment. In the foreground, a tiger is wearing a dark t-shirt. Other tigers are visible in the background, some standing and some walking. The scene is set against a light, hazy background with some trees in the distance.

The laboratory challenges the conventional. Splicing the DNA of current menswear. The laboratory pushes the boundaries of the conventional and destroys everything perceived and everything set out by the fashion industry.

The laboratory provides a backdrop for fashion experimentation and an environment where nothing is as it seems.



The jumpsuit has recently taken a stranglehold on menswear trends, design and runway presentations. The laboratory has painstakingly conceived a garment that will not only be flexible, but a garment that will showcase cutting edge design and taste. The jumpsuit is a new way for men to dress and a trend we will not see just fade away and die, like most traditional trends.

100% Cotton

**Sizing:
XS. S. M. L. XL**

**Priced between
60-100 GBP**



Ivory Tower



Slate



Taking flight



Pollock

Graphic Sweatshirt
The laboratory loves to take classic pieces and recreate them with an editorial spin. The sweatshirts are no different. All will feature a different graphic inspired by different modern artists and that will capture the wearers flare for the obtuse and sometimes controversial.

100% Pima cotton

Sizes:
XS S M L XL

Priced at 30 GBP

Note that the sweatshirts will have a slight oversized look and feel to their construction



Page Turner

flowerbomb



Batman and Robin

Artful Nude



The Pool

Distressed Denim, slim fit, faded out but still super easy and effortless to wear, a new take on the conventional jean. These are for men who want to take a risk and try something new, something daring and something that will help them stand out from the crowd

Sizes (UK): 34, 36, 40, 42, 44

Price: 90 GBP

100% cotton

Note: These jeans fit true to size, take your usual size



Obsidian



Sterile



Mykonos



Starving Artist

Boxer Briefs, the true definition of essential. The laboratory feels like not only should you have fun on the outside but also get cheeky underneath you clothes.

**97% Cotton
3% Spandex**

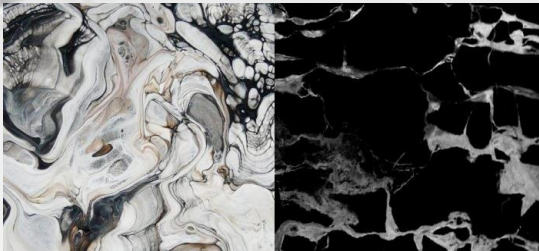
**Sizes:
XS S M L XL**

**9 GBP per package of 3 pairs
7 GBP per package of 7 pairs (days of the week)**

Sits a little low on the waist

Sold in Packages of 3 and 7

Also available as a brief



Ripple Effect



Art School

		
Eric	Zach	
		
Ryan	Dylan	Mike
		
Seth	James	london

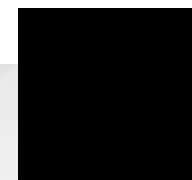
The shoe of the future. The laboratory started with futuristic elements in mind, therefore these shoes are the perfect fit. Their sleek style and unique closure give a sportlab feel but remain classy enough to wear with a suit or slacks. A pair of these will add edge to any shoe collection, something the laboratory strives to achieve with all of its designs and garments.

Sizing (UK):

40, 41, 42, 43, 44, 45, 46

Note that the are cut slim, potentially may need to go up a half size.

Priced at 124 GBP



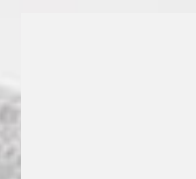
Deep Space



lunar



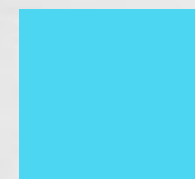
**5 minutes to
Midnight**



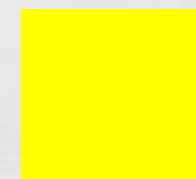
Ossuary



Toxic Spill



Toothpaste



Caged Canary

The Parka. A true statement of any wardrobe. The laboratory calls for bold statements no matter what the setting. The parka brings in a spot element but maintains high fashion trends seen on the catwalks in London, New York, Paris and Milan. What the parka adds is a new dimension to a man's closet while maintaining editorial edge.

**Sizing: 100% Nylon
S.M.L.XL**

Pricing: 150 GBP



Astronaut



Industria



At Attention



Berlin