

Life style

Bright future for this bright mind

RCA graduate Alex Mattson is bringing his intellectual takes on design to Selfridges

YOU have to be pretty punchy to be picked for Selfridges' Bright Young Things, the store's project to champion Britain's most exciting young creators. Swedish-born RCA MA graduate Alex Mattson fits the bill. A highly intellectual approach to meaning in fashion means there's little concession to commercial considerations. Mattson draws inspiration from sources as diverse as the way perception of colour changes with sound, and concepts of divinity, to

by **BEL JACOBS**

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create sharply cut, highly progressive menswear in digital prints and air-brushed graphics. Embroidery on jackets pays homage to biker culture. Him indoors might find the style difficult to carry off but there's little doubt this is the presence of a bold new talent in menswear. www.selfridges.com



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Q What do you find arresting about biker culture?

A Motorbikes hold a special energy. To me, bikes are almost a synonym for freedom. Go where you want when you want, have fun and make a lot of noise on the way. It's pretty ironic I sold my motorbike to pay for SS12.

Q What's the most important thing you learned at the RCA?

A Attention to detail and the patience needed to execute that. I also used to be scared of trying to realise my ideas. Sometimes, the visions in my mind were so lovely and precious to me, I didn't want to ruin them by attempting to realise them. I'm over that now.

Q What are the pros and cons of digital print?

A Pro is that you can print anything you want. Con is that this almost limitless freedom means a lot of digital prints look similar. The mirrored digital print

has almost become a cliché. It just becomes too tempting.

Q If anyone could wear your clothes, who would you choose?

A A braver version of me from a parallel universe.

Q How does urban style make a showing?

A Growing up, I was a skater with possibly the baggiest trousers you'll ever come across. In winter, we'd go snowboarding every day after school. We'd spend weekends doing graffiti in the train yards of Oslo while other kids were out partying. Graffiti was my first love in terms of colour and shape and will always linger in my wrists when designing.

Q What does it mean to be a part of the Selfridges project?

A It's a huge honour. My work is always very inspired so it's great to be able to create a glimpse into one of my fantasies on such a scale.

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Three beauty experts recommend their favourite face-saving serums

LOUISE STEWART
DIRECTOR AND JOINT FOUNDER,
NAKEDHEALTH MEDISPA

SkinCeuticals Hydrating B5 Gel attracts to itself more than 1,000 times its own weight in water and hyaluronic acid to bind moisture to the skin. £56/30ml. www.nakedhealth.co.uk

SkinMedica Biometa Essential Serum combines the benefits of patented serum Biometa Complex with antioxidants, peptides and other anti-ageing ingredients. £189/30ml. www.nakedhealth.co.uk

Priori CoffeeBerry Brightening Facial Complex boasts 98.5 per cent natural ingredients that deliver cosmeceutical-grade anti-ageing benefits. £53.50/30ml www.cosmestore.co.uk

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WE LOVE

Dover Street Market Tachiagari

Twice a year, Dover Street Market, the idea of Comme des Garçons designer Rei Kawakubo, shuts up shop to transform itself, butterfly-like, for the new season. The process is known as 'Tachiagari' or 'beginning', and allows each existing guest label, including Hussein Chalayan, Michael Costiff, B Store and Ann Demeulemeester, to refresh and redesign their areas. This season, highlights will include a new space dedicated to Alexander McQueen and new brands Craig Lawrence, Simona Rocha and Greg Lauren. To celebrate, Jake and



Pictured: Women's striped top, £100, CDG

Dinos Chapman design a special Tachiagari window. *Closes January 11, opens January 14. Dover Street Market, 17-18 Dover Street, London W1. Tel: 020 7518 0680.*

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