

pcycl

PCYCL is a new label devoted to menswear (with a gender-fluid slant), defined by a deconstructive approach that manufactures with ethical standards in mind. Its name is made of seemingly disparate letters, representing a diverse vocabulary borne from iterative and cerebral exploration. Collections revolve around comfort, where key ideas – from couture, architecture, music and technology – are clustered together to create a distinct lexicon.

The brand uses responsibly sourced materials and technical manufacturing; from fibre to finished product, PCYCL's ecological footprint is a continual work in progress. Featuring certified organic cotton, recycled polyester, wool and PFC-free water repellent fabrics. Most zippers are also made of PET recycled plastic. Hangtags are made with FSC paper and soy ink, and product packaging is entirely plastic-free.

PCYCL also explores the use of dead stock fabrics & zero-waste cutting, using different techniques to give these materials new life. Each garments is created with attention to detail, never rushed, and proudly finished by hand.

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Collection 1 mixes in utility and uniform elements with flourishes of the New Romantics period. Juxtaposed 90s sportswear influences in the collection are elevated with couture sensibilities. Duran Duran's "Planet Earth" lyrics provide an inspiration point, with plays on volume and proportion and interesting fabric finishings.



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14.10.18
Shot by
Luo Yang





KAPOK pop-up

Milk Magazine





Collection 2 is an evolution both recent and historical. PCYCL further explores zero-waste cutting techniques, sportswear-inspired reflective details and functional fabrics. Reaching even further to the past, PCYCL also pays homage to the 100 year old Bauhaus movement, taking inspiration from key pioneers; Walter Gropius, Joost Schmidt & Oskar Schlemmer





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29.03.19
Shot by RenHaiHua

SUSTAINABILITY

La collezione zero waste PCYCL per l'Autunno Inverno 2019 2020

DI ALBERTO CALABRESE
5 LUGLIO 2019

Il designer Joe Li usa un approccio totalmente green per la sua nuova collezione maschile

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<https://www.vogue.it/vogue-talents/article/moda-ecosostenibile-zero-waste-pcycl-autunno-inverno-2019-2020>



exclusive at JOYCE Shanghai



28.9.19
@StationF Paris
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Organized by Lablaco



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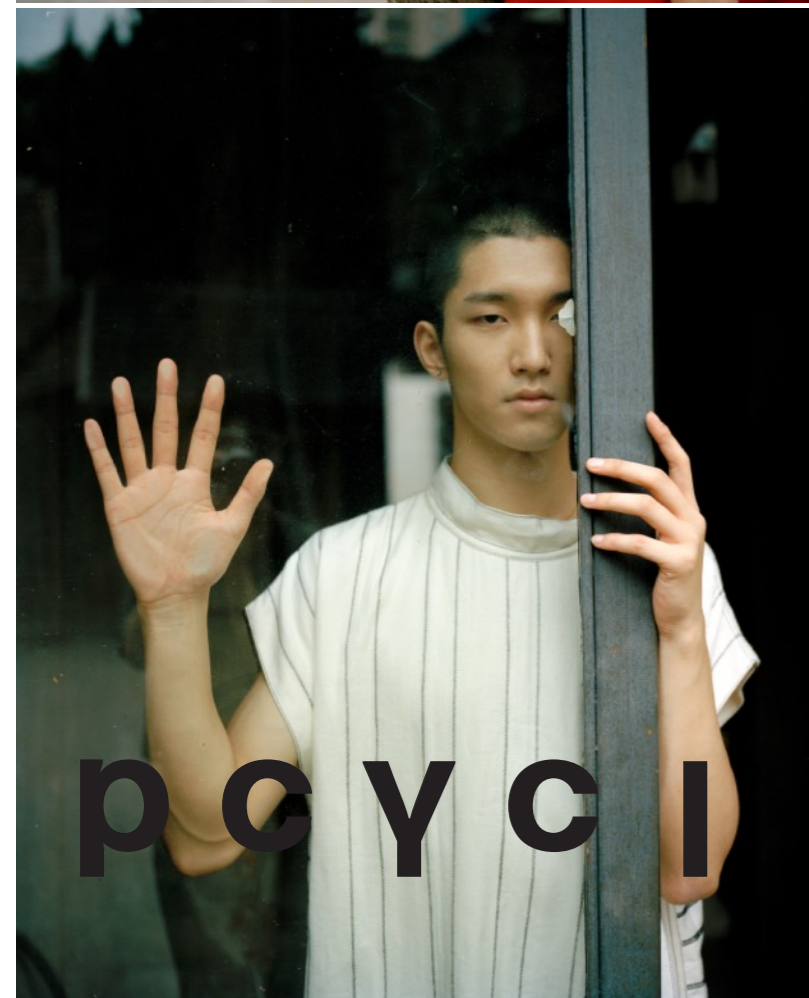
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13.10.19
Shot by YanYuFon

