Liam Gallagher links with brands and Selfridges for special collection

By Nigel Taylor  -  May 30, 2022

Department store Selfridges has launched an exclusive collaboration with musician Liam Gallagher whose all-new range features tie-ups with fashion brands CP Company, Barbour, Nigel Cabourn, Sage Nation and eyewear brand Finlay.

Produced in partnership with Selfridges, the licensing and retail team at Warner Music's WMX, Gallagher and his management team, the range is available online and in pop-ups stores in Selfridges’ Manchester Exchange Square and Manchester Trafford stores — in the city from which the former Oasis frontman hails — and in the London flagship.

The former owner of fashion brand Pretty Green sees the launch of the new collection timed to coincide with release of his third album and two upcoming Knebworth shows.

For the collection, Barbour created unique jackets that include Liam Gallagher patches; CP Company produced laser engraved logos and RKID slogans onto its lens badges, as well as using his prints on T-shirts; Finlay sunglasses have been detailed with LG initials, Sage Nation’s smock includes images of Gallagher, while Gallagher himself helped design a range of items including shorts, trousers, hats and jackets for the Nigel Cabourn range.

The products are priced from £15 up to £295.
Gallagher and his management team also ran a competition with Manchester Metropolitan University to find fashion students to design original graphics to be printed onto garments, which will be sold alongside the designer products. The competition winners were Niamh & Aoife Dobson and Hari Thavanendran.

The Dobsons developed their own CD range within the brand and collaged them to create their designs, while Thavanendran used digital methods to produce raw brush strokes which highlight symbols recognisable to Gallagher.

Bosse Myhr, director of Menswear and Womenswear at Selfridges, said: “This collection is an iconic way to celebrate the unquestionable impact Liam has had on British style. Liam’s direct involvement with the brands in both designing and curating product is a true point of difference and the inclusion of graphics that have been designed by young Manchester talent is a great reference to Liam’s roots.

“The exclusive package from Nigel Cabourn is a standout, a true celebration of British fashion and culture.”

Gallagher’s Pretty Green brand went into administration in April 2019 with JD Sports stepping in at the time to acquire it and keep the flagship store in Manchester open. However, 11 other stores and 33 concessions in House of Fraser closed, with the brand blaming “challenging” retail conditions and House of Fraser’s failure. Pretty Green was owed more than £500,000 when House of Fraser collapsed.

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