



**51°30'26"N 0°7'39"W**

**P A R V**

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BY JOHANNA PARV

Estonian-born London-based womenswear designer Johanna Parv launches 51°30'26"N 0°7'39"W PARV, the first stand-alone capsule collection after graduating from Central Saint Martin's MA course.

Fusion of elegance and functionality remains at the core of Parv's designs for SS22: asymmetrical trains of masterfully tailored formal shirts can be hoisted up with ease; the hidden zippers and easily accessible pockets enable sleek, stripped-down elegance. There is a deceptive simplicity to Parv's designs: separates are constructed with utmost consideration of movement and functionality, propelling elegant wear towards a mobility revolution.

"I was thinking about not only what happens to the garment whilst cycling but also what the clothes do post-cycling," the designer says. "I wanted to look for ways that enable professional women to cycle and go into work without changing. It is about looking elegant before and after the commute."

The collection also comprises Parv's signature patchwork "Action Shoulder Bags", up-cycled from deadstock materials, Parv's studio offcuts and vintage bags, which the designer has scavenged from second-hand shops. As an alternative to visually intrusive hi-visibility details, the collection debuts a new, fully reflective mini version of the bag that complements reflective details on the garments and accessories such as hand warmers and ankle covers.

The professional women who cycle the busy streets are Parv's source of inspiration. With the help of filmmaker Luke Clayton Thompson, this season - Parv turns to her real-life muses, women living the narrative she has conjured up for the brand. Thompson's film follows five London-based women from all walks of life who cycle London's busy street, experiencing the sartorial issues Parv's innovative brand is determined to solve. Shot in various locations in London, a documentary-style fashion film embarks on a commute with Riyam Salim, Theresa Begon, Laura Foulds, Pippa Roberts and Eve Lam, creating a snapshot of their lives and bringing Parv's designs where they belong - the bustling streets of the city.

"With this collection, I wanted to unite fiction and reality. Instead of being a covert observer, I wanted to actually go to the women that inspire me and engage them in a discussion about functionality and womenswear; determine if women perceive functionality differently than men," Parv says. "I spent hours and hours cycling alongside these women, talking to them while they covered their regular routes. The goal was to understand how cycling influences how we dress, how we perceive the city, and how cycling can affect our lives. Above all, I wanted to spotlight these brave women who have chosen cycling as a way to navigate London, which can often be quite unkind to cyclists."

## FILM

Director/Sound Design: Luke Clayton Thompson  
Asssistant 1: Joe Jack Chapman  
Creative Direction: Johanna Parv  
Assistant 2: Selma Carlsson  
Writer/Journalist: Nini Barbakadze  
Stylist: Hamish Wirgman  
Graphic Design: Maris Nisu  
Featuring: Theresa Begon, Laura Foulds, Eve Lam,  
Pippa Roberts, Riyam Salim

## LOOKBOOK

Photographer: Ladislav Kyllar  
Model: Donnika Anderson at Xdirectn  
Stylist: Hamish Wirgman  
Styling Assistant: Kit Rimmer  
Design Assistant: Selma Carlsson  
Hair: Benjamin David  
Make-up: Lynski at Saint Luke

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P I P P A

I run an interior design company. But I'm not an interior designer in the sense of like curtains and cushions. I am much more about how space is and how space works.

I have had the studio with my business partner Alex for five years, but we have been in business for 11-12 years now. Alex and I always cycle everywhere, strapping all of the bits and materials onto our bikes, cycling to workshops and studios. It has always been a way to have a relationship with the city. When you are a designer, it is all about the spaces in-between, and it's also an excellent opportunity for us to talk.

My mom — a brilliant hippy — has always cycled, so I was brought up on a bike. There were no safety things back then, so she would always tie me at the back seat with this beautiful red Fiji fabric so I wouldn't fall off the bike.

I don't let the cycling inhibit what I wear, but I do let it inform. Obviously, comfort is really important, so I tend to wear trousers a lot, but I still like to wear heels quite a lot. If I am wearing other clothes, I hack them. So if I am wearing a big skirt, I get bulldog clips and tie the skirt up. When you arrive where you are going, there is always some theatrics outside, undressing and unclipping yourself. I love riding with my poncho when lots of wind gathers it. I think it is really cool, it is comfortable, and I can move in it. You have to be in a good mood to cycle. You have to feel empowered to cycle in London. You have to get your armour on. And that is why I quite like wearing the poncho.

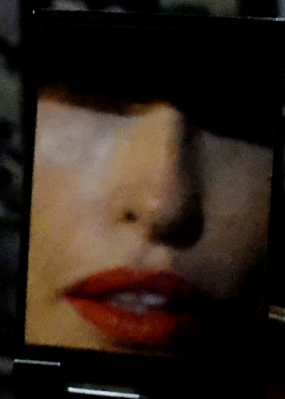
I think cycle-wear at the moment is very tech-heavy, which is great, but it does not really talk to me, my personality or my sense of style. I think clothes should have drama, especially if you are going to move!

It's such a shame that no one thinks about that when they are designing sportswear. They just think about how the clothes can be functional, how they are going to be sweat-wicking. No one is like, "it's going to look fabulous!" That's why I don't buy cycling clothes, ever.

When I was much younger, we used to do Reclaim the Streets demonstrations to reclaim the streets for cyclists in London. Back then, cycling was hardcore. I got car door-ed so many times, and you had taxi drivers attacking you, and that's definitely changed! But there is still a kind of "us and them" hierarchy with cycling.

London is not a beautiful city, in lots of respects. It is like what the Americans call "the bad teeth": many things just put in, one after another. But when you cycle, you get a feel for an area and how it changes. I really enjoy the rhythm of the architecture. You get a taste of all the history. I love it when you go from the South Bank, and then you see all the more independent people, and then you go into the City, and it's all the suits. That's what I like. It's the kind of snapshot of all the different buildings, people, places.

My bike has become an extension of myself. It comes with me everywhere. And I miss it when it cannot travel with me. It gives me the freedom I cannot find when walking. I love the speed at which I can transition to different places whilst still enjoying the journey. The places it can take me, I can go from door to door without any hindrance. So I can create my own rhythm through the city. On my bike, I am free, I feel safe, and I know how to fix it, and most importantly, it makes me feel alive.







51°30'26"N 0°7'39"W

P I P P A

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51°27'20"N 0°6' 0"W

R I Y A M

I have been in London for the past eight years, but I am originally Iraqi-German. I grew up in many countries all over the Middle East: from Yemen to Lebanon, Jordan, Morocco, Egypt. And then I came here. I studied Graphic Design, but now I am more into fashion and styling, and I model. I work for a cannabis lifestyle brand Mr Nice. It is based on the life of Howard Marks, who was a cannabis activist and a notorious smuggler. It focuses on the wellness side but combines it with streetwear to keep that cool edge associated with cannabis. I love seeing people come back to get their CBD, and they tell me how much it has affected their lives positively.

When I first came to London, I tried to cycle and found it scary. Elephant and Caste still had not changed, so it was a well-known roundabout for many accidents. But over the lockdown, with so many cars off the streets, it became a perfect environment for me to get used to the roads. Now I am completely fine with it. Plus, I usually have an iPhone case that has a strap, allowing me to check my map on the go.

When someone mentions elegant clothing, I imagine them in darker colours. I imagine it quite sleek. Folds and cloth, and texture create an elegant image for me. Of course, you can be elegant in bright colours, but I imagine it quite dark for some reason. Being feminine and elegant is intrinsic, I think. Especially while cycling. Is not that the dream to be able to jump off the bike and go into whatever meeting you have? Feeling and looking sleek and good.

Though I am in a city setting, I like cutting through parks and having that moment of ease as you get through that little section of London and find your way along a canal. I generally do the same route; I know where I am going and get through it fast, racing myself. Cycling is exhilarating, liberating, a push on the pedal as a rush of independence, a gust of wind as a sense of self and body, a new route as a new possibility.

RIYAM SALIM, 26



51°27'20"N 0°6' 0"W  
R I Y A M

CYCLING IS EXHILARATING, LIBERATING, A PUSH ON THE PEDAL AS A RUSH  
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51°33'10"N 0°5'34"W

E V E

I started working in a bike shop during the lockdown. I learnt bike maintenance and mechanic skills there. When I started working there, I realised that many customers who come into the shop, especially female customers, feel a bit uncomfortable, so they feel like they need to bring a male companion. And I had some male customers who wouldn't let me touch their bikes; they would wait a few hours for the male mechanic to be available to fix their bikes, which really irritates me. It is a very male-dominated environment, and there is a lack of diversity and opinion sometimes, which can feel quite hostile. So I quit my job and started this female charity, a Community Interest Company called Broad Bikez. We started doing pop-ups around east London in community centres, and we offer bike services for free for people in need of them.

I am also a jeweller. I like making things personal, and I use a lot of up-cycling. I find stuff on the streets, sometimes when cycling, sometimes when walking or in charity shops. And the idea of finding something that would literally go into the bin or the landfill and giving it another life is something magical to me. I got into cycling because travelling in London is quite expensive and having a bike is way easier, especially if you go out later at night. I work freelance, so if I stay at my studio till 4 am, there is not much choice if I want to go back home. It's either a long night bus or a taxi. So cycling gives me the freedom to travel whenever I want. I am not limited by time or distance.

Before I started cycling, my geography knowledge was based on the tube map, which is quite twisted in terms of the actual distance. I live in east London and many routes or tiny cafes that I've found, I have discovered from cycling. And you also meet nice people when you are cycling. Sometimes I will be cycling, and I see someone who might have a problem with their bike, and I can help them fix it on the spot. That feels great!

Since I started fixing bikes, I have been way more confident. I know that if something goes wrong, I will not be trapped on the spot. I can fix it and carry on.

Since I started cycling, I have stopped wearing all the long skirts and long coats. Everything is shorter. I have to be less precious because my clothes get dirty. I am not really into technology-based cycling gear. I like people who just cycle in comfortable, cool things, who are still themselves and don't need to change into intense racing gear.

I work in a menswear shop as well, so I see how functionality is the main focus with pockets everywhere. I think that's something that womenswear needs more. Nowadays, a lot of women are working women. And we need to have pockets too!

If I am having a really bad day, or I feel depressed, I just get on my bike, and everything just feels fresh and new, and I feel like I have the headspace to think. And as I am cycling through the city, I can see different buildings, different people living their lives. It brings you out of your bubble and puts things in perspective. When you live in the city, you can feel trapped, especially if you have a nine-to-five job. But if you have a bike and have the freedom to travel to different places, it refreshes your mindset a lot more.


Nowadays, there are so many electronic bikes, scooters and cars around that claim to be sustainable, but I think we sometimes forget how much money and labour goes into installing charging points etc. But when you think about bikes, there are literally no carbon emissions. Also, cycling can be your daily dose of exercise, and exercising gives you endorphins and makes you happier!

EVE LAM, 24



51°33'10"N 0°5'34"W

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51°33'10"N 0°5'34"W  
T H E R E S A

THE WORLD AROUND IS CHANGING QUITE A LOT, AND THE BUILDINGS SHOULD  
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51°33'10"N 0°5'34"W

T H E R E S A

I study at the Architecture Association and work as an architect. I moved to London from Berlin recently. I grew up in Frankfurt am Main, but I really feel at home in Berlin.

I can't remember the time I didn't cycle. I have been cycling since I could cycle. My father has always been like, "this is how you will get to school". In the beginning, he was with me when we cycled to school, but then he just let me fly away. So, for me, cycling is connected to being free and independent.

I can't imagine living in a city where I cannot cycle. I had this when I lived in Stuttgart for a while. And it was super hilly. I could not really cycle, and I felt like I was in a cage. Cycling is like meditation; you don't look at any electronic devices. Your thoughts can just float, and you just experience the place you are in.

I live in Hackney, so I really like going through different fields, driving through different worlds. London has a huge variety of modern, elegant buildings with a lot of glass, or the buildings like Lloyd's, which is very expressive. But then you also have those ancient stone or brick houses standing right next to it, which is like a big clash. I am also interested in being at the canal because architecture is not just about the buildings; it's actually about places, and the canal feels like a heart of a city, a peaceful place that stands in contrast to the busy city. London is a super diverse city, and when you are on the bike, you can experience that.

Since cycling is part of me, it's also a part of my style. I don't feel restricted by cycling so I can wear a lot of things. I believe you can be elegant on a bike. But functionality is quite essential, especially when it comes to bags. You can't have a bag that is always falling off your shoulder.

Women perceive functionality differently from men because we carry many more things with us; we can wear many more styles. It's not always like jeans and a shirt. For men, functionality can be about not carrying things, but I cannot even imagine not having a bag with me.

I am interested in places that can change over time. I don't see architecture as being static. The world around is changing quite a lot, and the buildings should allow these changes. I prefer spaces that can adapt to different situations. Similarly, I like clothes which can adapt. When the clothes are too specific, they are just this one night outfit you might not want to wear again.

51°34'22"N 0°9'51"W

L A U R A

I cycle to work every day. I work for an investment bank in the city in the middle office, so we do all the administration for structured loan products.

I cycled many years ago before I had children, and then I went through a stage where I didn't really want to cycle. But since the pandemic, I got back into it. I've been really amazed at how the city has improved things for cyclists. It feels so much safer than it used to be.

I try to wear things that are quite neat, which I feel comfortable cycling in, which will not get caught in the wheels. My ideal cycling outfit is a nice dress, something quite loose, but something that looks cool; a nice coat and big boots, of course; something that allows you to just get on your bike, go where you are going, and look perfectly respectable going into a West End restaurant, for example. I want to be able to wear pretty much what I choose in the mornings, get on the bike, go to where I'm going to, park it and get on with my day.

Elegance and functionality are really important to me: to meet a friend for lunch, wear something nice, and not have to get changed when I get there. I want to be able just to hop on and hop off, basically.

I've spoken to male cyclists about bikes; they don't seem to have any idea about what it's like to be a female on a bike and all the things you have got to carry. Women generally carry more than men. Men just carry a card and a phone, and that's probably it.

I love cycling around the City because it is really quiet at weekends. You can have a really quiet, relaxed cycle. I am such an urbanite anyway. I love the urban landscape, so to me, to cycle in this kind of area is probably my favourite playground.

My favourite accessory is my lock because it is one that you can wear around your waist when you are cycling, so you don't have to worry about carrying really big bags. And when you get there, you just push the lock together, and you don't have to use a key or anything. It's the best thing ever.

When I cycle, I feel liberated, and I feel exhilarated. Because I sit down all day long, to be able to get on a bike at the beginning and the end of the day just feels fantastic. I just feel like I can end my workday and start my play day.



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L A U R A

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**P A R V**

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