



THE LOCAL FIRM

STREET VERSUS STRESSED

words_carrie oleyaik

The only grey area about The Local Firm is its fundamental color card—otherwise, the clear-cut vision that Richard Hutchinson and Axel Nyhage share is one the world is ready to see.

"We feel that the fashion world has been spinning too fast the past few years," says Nyhage. "We'd like to go the other direction and start over in a sense. Our ambition is to be creative within the garments and, at some rate, challenge the market's idea of garments and style."

Hutchinson and Nyhage decided to leave their jobs as head designer and product manager at Tiger of Sweden to start The Local Firm. Inspired by the art, architecture, and fashion from the former



European Eastern Bloc during the last half of the 20th century as well as the German Bauhaus movement, The Local Firm officially debuted at Stockholm's Fashion Week last January.

The premiere autumn/fall 2008 collection includes women's and menswear looking towards the "street versus stressed." From double 120s yarn shirts to a dress made completely of heavy metal zippers, amid other materials, the spring/summer 2009 collection includes rough '80s open-end denim to create jeans that look and feel the same as they first did decades ago, all while redefining the bureaucratic man and the '90s glam girl.

With full-scale plans ahead, Hutchinson and Nyhage hope to develop The Local Firm even more, launch three line extensions, establish a retail concept, collaborate with various artists, and become active in more than 10 markets across the globe.

thelocalfirm.com