

Mr. High End Streetwear

How far will Jones take the fashion industry?

Kim Jones is a well educated and prosperous English fashion designer from London. Having collaborated with various magazines as a stylist and art director. Jones made a staple for himself, after working for brands such as Louis Vuitton, Alexander McQueen, Uniqlo, and many more designing for modern culture, he cares for his audience and how they see his work. He has even co-designed stage looks for Korean pop sensation, BTS.

Kim Jones was named GQ Menswear - Designer of the Year at the fashion awards in London 2019. This being the third time Jones has been recognized, receiving honor in this category. Fendi selected Kim to replace the role of Karl Lagerfeld, big shoes for anyone to fill. After more than a year of table-talk discussions and searching, Jones had been labeled “one of the most talented and relevant designers of today” by Fendi’s chief executive, Serge Brunschwig. He will manage and oversee the Fendi haute couture, ready-to-wear, and fur lines while continuing the position as Artistic Director of Dior Men.

Known as the man who souped up streetwear and made it into high fashion, Kim manages to merge streetwear with business. Leaving audiences shocked, raving, and left to believe that this designer is tuned into the outside world more than others in his category. “He has not only perfected the art of producing a sell-out collection, but he’s also become the undisputed master of building buzz.” (GQ) Within Dior he creates four, fifty piece collections each year, on top of traveling, other assignments, personal time, etc. I’d assume a day off is almost impossible.

As everyone who uses their social media platforms for different reasons/interests, Kim Jones uses his Instagram to promote his work more than his home life. He has few photos of himself, mostly features and magazine editorials, he likes to post happy birthdays to his favorite friends, as well as plenty of flicks of his dogs. He shows off his pups, Cookie, Dexter, Lulu, and Gugu with pure love for them. In a past interview he stated, “People know I’ve got dogs, they know I like to travel, but they don’t really know me, I think that’s one of the most difficult things, when people assume they do and prejudge you, I just deal with it.”

While having many friends within the industry and always meeting new people, the designer has had friends such as Kate Moss, David Beckham, and plenty more all comment on Jones as a down to earth, polite, amazing and talented creator. He never sees his friends as celebrities, rather than just a friend. On top of being a great designer, he has the best communication and people skills.

“It’s jealousy - go and work hard, go and sacrifice a lot of things in your life to do what you want to do and love. These jobs are not an easy ride. I wouldn’t change it for the world - I have a really amazing life, but I’ve worked and sacrificed for it.” (Guardian)

-Kim Jones.