

Media Release



Cockerel PRAGUE at M&O 6-10 SEP. 2019 PARIS

Cockerel is a fashion label based in Prague. It creates limited series of original woollen sweaters for men and women, together with interior furnishings such as pillows, blankets, shawls, lampshades and hand-blown vases with knitted covers. All of our products are made of a 100% extra-fine Merino wool called Cashwool®, supplied exclusively by the world-famous company Zegna Baruffa, which makes its yarns in the Piedmont region of northern Italy. This soft, luxurious wool was born out of intensive research in the late 1970s, and it combines aesthetic beauty with a material of the highest quality. The secret of Cashwool® lies in the expert selection of the raw materials, with only the finest parts of the fleece chosen to create a soft, fluffy and luxurious-feeling yarn. The production itself takes place exclusively in the Czech Republic. Cockerel appeals to sustainable fashion by using local production, producing only from biodegradable and renewable natural fibers, thus protecting the environment.

Designer Lenka Kohoutová founded Cockerel as her personal project in autumn 2011. She launched the brand at the FROM THIS YEAR'S END OF THE WORLD exhibition at DOX Centre for Contemporary Art in Prague <http://www.dox.cz>, presenting a collection of men's and women's knitted sweaters and accessories that reflected the dominant trends in contemporary Czech glass and porcelain design. This confrontation between clothing and product has remained significant in the brand's subsequent projects. As well as clothing, Lenka's design work also includes upholstery fabrics and lampshades. Placing a collection in a given setting and styling the interior and ambience is an essential element in Cockerel's approach <http://www.cockerel.cz>.

The name Cockerel does not just refer to the brand's strong colours and how Lenka Kohoutová works with them. It is also a translation of her surname, highlighting a connection between family traditions and craftsmanship – the essence of small series production – that recalls the First Republic.

The brand quickly became popular in the Czech Republic and beyond for its bold colours, quality and fine materials, primarily wool. Clean lines and simple forms, also extending into home textile design, are the label's signature. With its focus on women's fashion, Cockerel was nominated in the Czech Fashion Designer of the Year category for two years running and in the International Woolmark Prize for year 2016.

Cockerel's objective is to establish a professional team with corresponding facilities. As part of this the brand seeks to support the local textile and clothing industry in the Czech Republic, and to revive the craftsmanship and standards that Czech fashion established during the First Republic (1918–1938).

For more information on the Cockerel go to <https://store.cockerel.cz>