Selfridges opens Bianca Saunders x Farah pop-up

By Sandra Halliday - 31 March 2022

One of British design's hottest new names — Bianca Saunders — has linked up with Farah and they've opened a pop-up in the menswear atrium of Selfridges.

It’s a preview pop-up that means Selfridges customers will get access to the collab before anyone else.

The collab was flagged late last year and has now launched with the signature installation showcasing the 'Uptown Top Ranking' link-up between the designer and the heritage brand.

The installation “pushes the designer's unique interpretation of masculinity, with the garments and space both providing emphasis to this narrative”, we’re told. This includes “delicate printed fabrics” featuring the collection’s campaign imagery shot by photographer Sam Rock.

Products also include archive Farah silhouettes such as safari jackets, and warped knitwear, matched with items that have a distinctive Saunders twist such as Caribbean inspired graphic T-shirts and the inclusion of the signature cotton polo, “a timeless style born from the Caribbean sub-culture”.

“Collaborating with Farah has allowed me to continue to explore what I love — the nuances of masculinity together with the influences of my Caribbean heritage”, Saunders said. “Going deep into the Farah archives and finding ways to push forward the signature cuts and silhouettes of the brand with my own transformative techniques, it has been a real honour.”

‘The FaraPress’ was her first stop on her research journey that also took in male sub-cultures from the 1970s. The title of the collection was inspired by Althea & Donna's 1978 track 'Uptown Top Ranking' that describes how a Jamaican man would dress himself up as he heads to the city to show off.