

EVERSHOLT JACKET



## PROBLEM

Just over a year ago I was searching for a motorbike jacket to keep me warm dry and safe, but more than that, I was searching for something new. Something that wasn't a shadow of what's been before, something that didn't feel like a uniform or cast me into a stereotype. I wanted a jacket built from the ground up that worked - each detail considered, serving a purpose and properly tested. A jacket that I would want to wear on and off my bike. Above all, I was searching for a jacket that fired my imagination.





## BACKGROUND

Having spent seven years designing for some of the UK's leading clothing labels; two years ago I set out to combine my passion for design with my love of motorcycles and engineer a collection of functional motorcycle clothing.

Motorbikes mean different things to different people. For me, it's about imagination, the possibility of where a bike can take you. I've always been fascinated by the idea that a road, starting at your door, connects you to the distant corners of the world. Whether it's a short run out of town or an expedition across a continent to me, at their core, they both share a sense of freedom.

This is what I design for.



## INSPIRATION

I'm drawn to Workwear and Military clothing because in the design I see an unspoken honesty.

It's in the weight of a garment, how a fastening opens, a battered fabric that after years of use still feels like it could go to the ends of the Earth. Every part working to serve the purpose it was designed for - there's a purity there that can't be cheated.

When I put pen to paper and set out to design a motorcycle jacket, I knew that getting it to look good would be just the start. Creating a garment that would come close to the timeless designs I value would mean going further than I ever had before. I drew lines on a map and planned a month long 4000 mile motorcycle expedition around Europe with the aim of pushing the Eversholt Jacket to its limits.





## TESTING

Travelling alone and living off the back of the bike, I rode through some of the toughest climates and terrains Europe has to offer. Across the blasting heat of central Spain, I pushed through hours of driving rain, followed off-road tracks to secluded lakes and felt the sharp, cold air, as I rode high in the Alps before dawn.

The trip was cut short in the shadow of the Mont Blanc when I came off my motorbike. It was an abrupt ending to an eye-opening experience. I came away from the accident without a bruise and in doing so, I knew the test was complete – the Eversholt Jacket worked.































## OVERVIEW

Made in England, the Eversholt Jacket uses a newly developed, waxed canvas that has had a waterproof film laminated to its reverse. All of the seams are taped and sealed internally making this garment fully waterproof. The jacket is fully lined with an abrasive resistant fabric called Dyneema and features removable CE approved D30 armour at the elbow, shoulder and back.

The styling combines the research I've done into the clothing worn by the pioneering riders of the 21st century, with my ideas on how a motorcycle jacket should look.



## ARMOUR

The CE approved D30 armour can be quickly removed, allowing the jacket to be worn comfortably from day to day when not riding. The Jacket is fully lined with Dyneema; an abrasive resistant, breathable fabric that's 15 times stronger than steel which essentially gives the rider a second skin.





## WEATHER PROOF

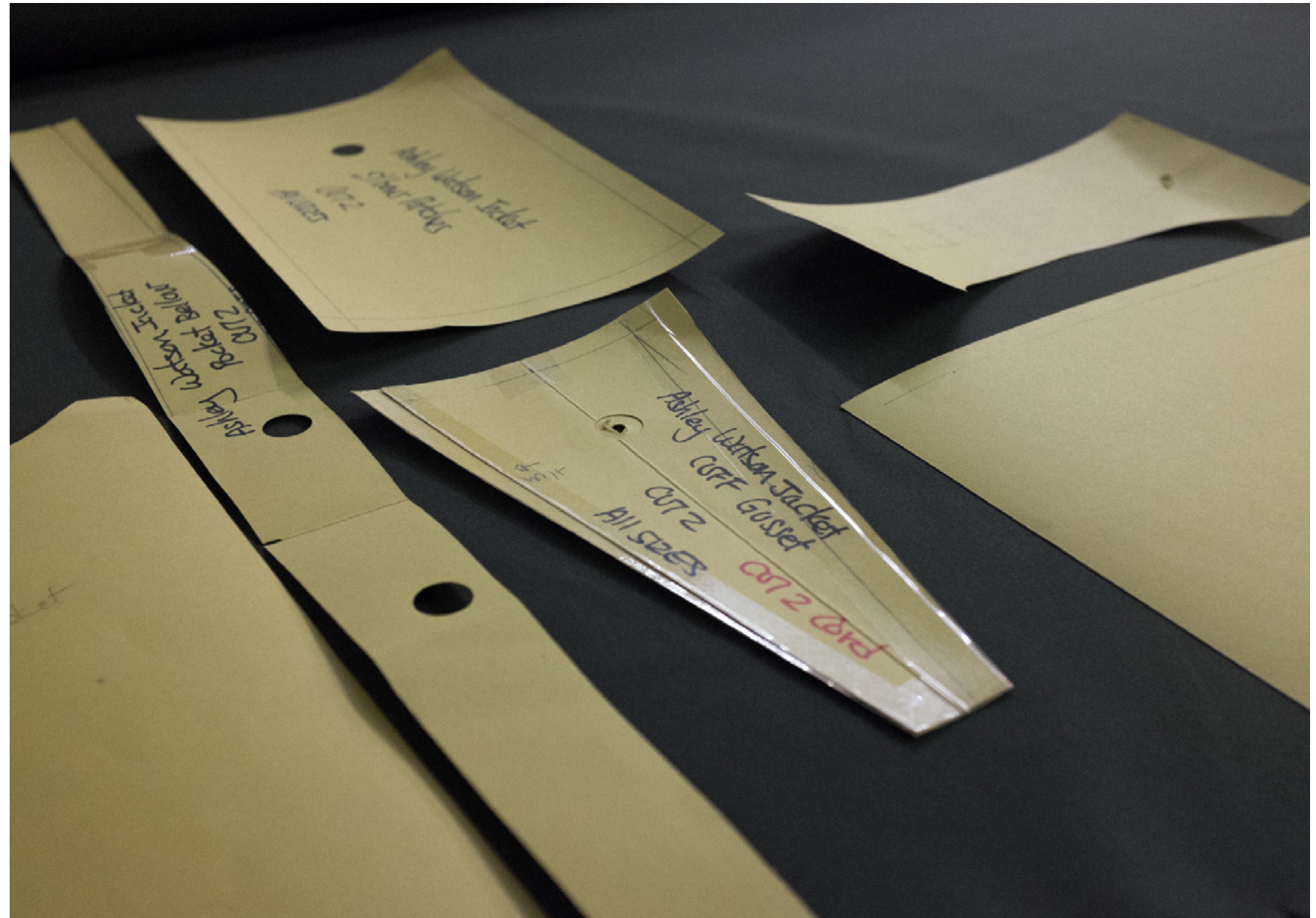
The canvas outer layer has a resistant dry-wax coating that has the look and feel of heritage motorcycle jackets without the oily handle of traditional waxed cotton. A waterproof film is laminated to the reverse of this fabric. Combined with taped and sealed seams, this makes the Eversholt Jacket waterproof.





## MADE IN ENGLAND

The Eversholt Jacket has been developed with a specialist outerwear factory in England, several hours North of our London studio. With over 40 years experience working with technical garments, the quality of the construction will be unrivalled.



## STORM BAFFLE

The jacket features a three-button neck baffle that secures the two sides of the collar to the placket - stopping wind entering the jacket at the neck. The collar is faced in wool making it warm and comfortable when turned up.





## DOUBLE ZIP GUARD

The zip is cocooned on both sides with a storm guard, stopping wind enter the jacket from the front. If the internal zip is left open and the buttons remains fastened, air can flow into the jacket - ideal when riding in hot climates.



## STORM CUFF

The cuff has an internal waterproof storm guard stopping wind and water entering the sleeve. The wrist gusset, faced internally in wool for warmth and comfort, can be tightened using a heavy zip.





## EASY TO OPEN

Large horn buttons fasten to 14 ounce cotton twill tabs, making the jacket easy to open whilst wearing gloves. A detail referencing naval deck jackets from the Thirties and Forties.





## DOCUMENT POCKET

Two internal chest pockets keep essential documents secure and away from any weather. The contrasting texture of the wool was chosen to make it easy to feel for the opening when wearing a helmet.



## PARTNERS

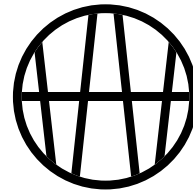
The Eversholt Jacket is in production and will be ready for launch in early 2017. I would like to partner with a selection of the best motorcycle shops around the world to stock the jacket when it launches.

If you are interested or have any questions, please get in touch. Thank you for taking the time to consider this project.

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