COMMON HERO

SCHICK

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There are many reasons for change. But for it to happen, it requires an occasion. A driving force. An engine of sorts. Follow the humanoid astro traveler on his voyage. Designed with the intention to fuel personal development and growth, this collection encourages to break out of a state of constant and bestows upon the wearer, not only the desire but also the means to change. It offers a chance to self-reflect and discover untapped potential

Loosely inspired by spacesuits, the wanderer wearing a monochrome uniform, is headed towards unexplored territories to discover the extraordinary.

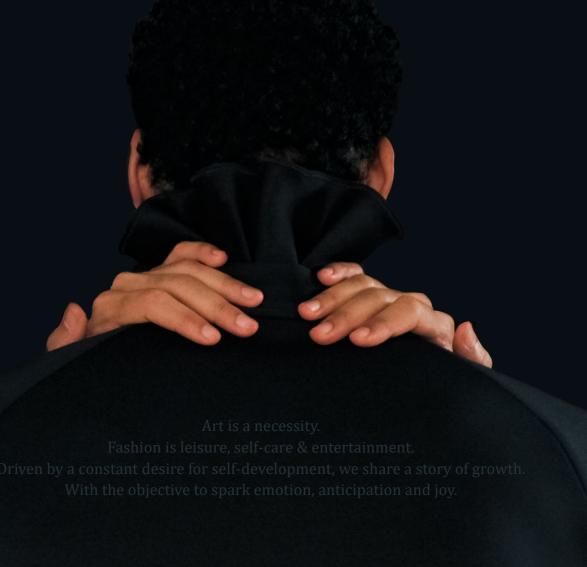
Meaning to spark emotion, anticipation, and joy, he shares a story of growth - an allegory of all people. For we all are in the midst of our own life's journey.

The title COMMON HERO is an anagram of the term "monochrome" and derived from the concept of each individual being the main character of their life.



This collection was designed with the intention for it to function as sandpaper: Not a lethal tool, yet it makes everything it comes in repeated contact with smooth. This work is to have such an effect on the audience. For them to leave soothed and in some way healed. More soft hearted and open towards the diversities of our society. In order for us to have a more positive view of the world.





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Words from the designer:

The attitude with which I approached this collection was that I wanted for even my father to want to wear the pieces.

To create a mean and occasion to follow the current zeitgeist, I wanted to make it possible for people - men - to break out of the mold of "masculinity" without having to suffer from societal judgement. To be able to make a statement without having to stem ill attention or scrutiny as a consequence.

It shouldn't require courage to wear what

SCHICK offers menswear for all people to self-explore, be inspired and find an occasion to unfold themselves. We provide a character, narrative and universe alongside our fashion.

Not just fashion. We have a story, a narrative, a character, a universe, which you can slip into. You can carry it on your body and embody it with your soul. We build a world around the clothes. They're simply the ticket to enter.

We believe experiences to be unaffected by age. Just slightly altered. We promise to offer everyone a unique experience. Be it new, thrilling, foreign, familiar - or even nostalgic. Find out for yourself.

A Uniform of life.

An occasion for the present to head towards the future.

"I too travel through life. Don't you? I carry its evidence of time passing as scars on my body. I carry my attitude and my thoughts and desires as uniform on top. My surroundings are constantly changing as I am on the inside. With every season I shed my skin and replace it with a new one. New different but identically me."

- Common Hero

Asking the designer:

Q: Why does your work have relevance?
A: I sense intimacy and comfort in the clothes I create. Although that might just be my personal relationship to them. They may spark other emotions in others, but I see value in that. Anything that evokes emotion has relevance to me.



