

CLOSE UP AND PRIVATE  
FOR PREMIUM  
BY JACK & JONES

## Introducing The Rock Rebel Classic And Contemporary Kit

In collaboration with PREMIUM by JACK & JONES artist, style leader and man behind the blog Close Up & Private, Sergei Sviatchenko gives the modern man a well needed makeover with his new, limited edition capsule collection due for release in August 2013.

Called The Rock Rebel Classic and Contemporary Kit, Sviatchenko shuns the cliché t-shirt, jeans and biker jacket look we tend to imagine when the words 'rock' and 'fashion' are found in the same sentence. Instead he provides a modern revolt into style, a sartorial act of defiance against the anti-fit mindset so common in today's menswear and thus builds his capsule collection around a look inspired by the mid-sixties British Invasion – a period that revolutionised menswear.

No stranger to concept innovation, Sviatchenko – in close partnership with the PREMIUM by JACK & JONES design team - has designed a true 'kit' of clothing. Here you'll find a curved edge, tab collar shirt in understated Tattersall check; a square-end, loose knit tie in navy blue; a pair of ribbed socks; wool, navy blue trousers – cuffed and slim-fitting; a green, full-knit cardigan; a one-inch d-ring leather belt and a British Military inspired repp tie.

For PREMIUM by JACK & JONES this is an opportunity to develop a product of the highest quality at a mid-range price. Working closely with Sviatchenko, PREMIUM by JACK & JONES view The Rock Rebel Classic and Contemporary Kit project as an invitation to prove that style can be both affordable and uncompromising.

“Working with Sergei has allowed us to showcase the very best in our manufacturing and production ability. From the very first conversations with Sergei it was agreed that we would make the project affordable, but we've also been determined to pull out all the stops in terms of quality and production value since we know that Close Up & Private fans and admirers of Sergei's work would expect nothing less than the best in all respects. As Sergei kept reminding us, it's all in the detail”, says PREMIUM by JACK & JONES Design Manager Winnie Andersen.

Sviatchenko's approach to this collection is very much like one of his collages - pulling together a number of considered elements which work well both individually and combined.

“Partnering with PREMIUM by JACK & JONES has allowed me to create a collage of clothing in the form of a totally wearable kit. I have long shared with them the belief that real style should be universal and accessible. From fabrication to construction to fit, the quality of each item has surpassed all my hopes. I'm extremely proud of this collaboration”, says Sviatchenko.

The collaboration between Close Up & Private and PREMIUM by JACK & JONES, The Rock Rebel Classic and Contemporary Kit, will be available for sale from the 1st of August 2013 at [jackjones.com](http://jackjones.com).

JACKJONES.COM

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For more information visit [jackjones.com](http://jackjones.com)  
The kit has a recommended retail price of € 400.