

STAN

SEASON-LESS FW MEDIA KIT



ABOUT STAN

Launched by surfer and model Tristan Detwiler, STAN is a Southern California brand based on sustainability, surf-culture and story-telling.

“I was born and raised in San Diego, which will always be my home,” says Tristan. Surfing is a large part of my life, and therefore STAN is influenced by Southern California surfing culture and its relaxed lifestyle. I wear my STAN jackets to the beach to surf, then dust off my sandy jeans and throw my jacket back on to get a craft beer at sunset,” says Tristan.

Stan uses textiles as old as 140 years old, forgotten over time, and unveils narratives of travel, ownership, wear, mending and love.

Some tattered and passed down over generations; Now these one a kind pieces allow a new person to continue and share unique stories of time, in a different form such as a jacket. Each piece bears the mark of the past.

Our sustainable mission is to breathe life into antique textiles, upscaling them into eccentric, one-of-a-kind hand crafted jackets.

STAN aims to make clothes that are as interesting as they are conscientious.



SEASON-LESS FW21 INSPIRATION

“Treasuring the Quilters of History”

Designer Tristan Detwiler’s Stan Fall/Winter 2021 seasonless and gender-neutral collection is inspired by the Bumann Quilters of Olivenhain, California. In 2018, Detwiler joined The Bumann Quilting group, a weekly get-together where women share a fellowship and common bond in the history of the land, textiles, and the art of quilting. In this group, stories of passed down textiles and personal family narratives are lovingly shared amongst the members.

The Bumann Quilting group warmly welcomed Tristan into their group and consider him to be a fellow defender and champion of their art form as well as a conduit to the next generation of quilters.

This collection is set at the historic Bumann Ranch, owned by quilting group member Adeline ‘Twink’ Buman and her husband Richard. The land, inherited by Richard, was a historic ranch homesteaded by his great grandfather in 1860 when it was then a 480 acre property. Richard considers himself the memorykeeper of bygone generations of his family, and prides himself on keeping the land and its traditions alive for the next generation. “If I am not successful, much of what happened will be lost,” Richard says.

Similarly, Tristan sees himself as a guardian and advocate of the Bumann Quilters legacy.

The Fall/Winter 2021 campaign was photographed and filmed at the Bumann Ranch and focuses on each of the incredible quilters of the group: Twink, Claire, Jan, Faith, and Flora. Each woman has instilled in Tristan a sense of tradition, and gifted him with the techniques and expertise they themselves had been bestowed by previous generations.





This jacket is made from a c. 1910 stacked patchwork baby quilt. Hand sewn from wool fabrics and knotted in multicolored ties.



This zipper front jacket is made from a Dutch plaid blanket from c. 1940. From Zwolle, The Netherlands. The layered long coat is made from two vintage camp blankets. A 1930's blanket from the Lisk estate in Clifton Springs, NY. And a St. Mary's burgundy wool throw from Trenton, NJ.



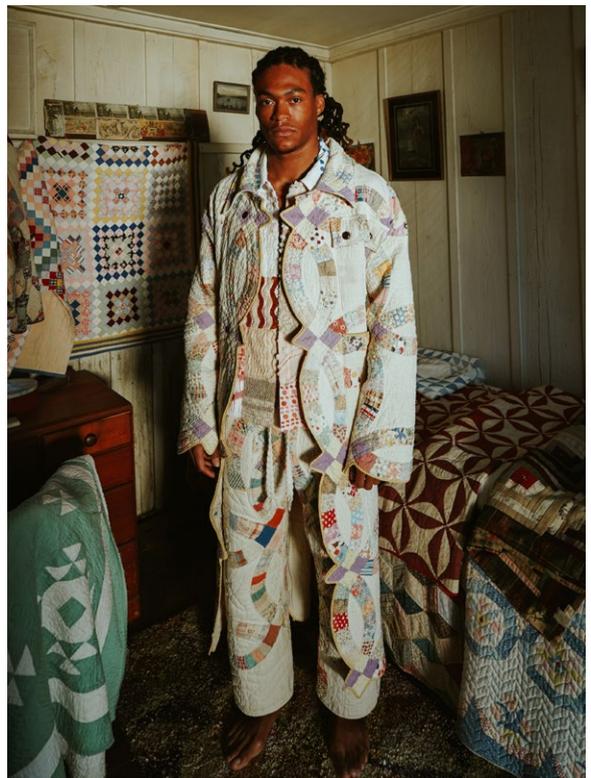
This jacket is made from a c. 1880-1890 blue and white ocean waves quilt curated by Cindy Rennel. The sweater is made from a c.1960's crochet throw blanket from Colorado. Curated by David. The shorts are made from a 1940's linen napkin set from Maine.



This hoodie and drawstring trouser set is made from a dusty pink wool camp cottage blanket. Removed original satin binding and stored in a closet in Ohio.



This coat and drawstring trouser set is made from a 1920's One Patch Quilt. Curated by Claire Weidemier McKarns of the Bumann Quilters of Olivenhain.



This elongated trench style jacket and drawstring trouser set is made from two early 1900's wedding quilts from New Jersey. They have been in the care of John and Cindy and their family for the past four decades.



This jacket is made from a c. 1870-1880 Red and White Cathedral Window Quilt from Robbinston Maine.
The shirt is made from a 1920's deconstructed red and white 9 patch quilt top from Alabama.
The drawstring trousers are made from a 1900's cabin quilt.



This jacket and drawstring shorts set is made from a c. 1900 wedding quilt from New Jersey.

PRESS

23-year-old surfer and model made a fashion week debut with his label Stan, a startlingly polished collection of outerwear themed around patchwork quilting. By now you'd imagine this form of home-stitched Americana had been fully exploited by designers like Raf Simons (at Calvin Klein) and Emily Bode. But then along comes Mr.

Detwiler to riff on Irish chain, bow tie, meridian and other traditional quilting motifs (using some actual very old blankets) with clothes he still sews himself, including a two-tone quilted hoodie that, in the good old days of runway fashion shows, would have had buyers stampeding backstage.

-Guy Trebay, **The New York Times**

For his first presentation, Tristan Detwiler propels his take on a new view of surfwear... In his debut presentation,

USC alum, surfer and model Tristan Detwiler sought to showcase an array of upcycled outerwear pieces, including coats and jackets, with the use of patchwork and quilting. His objective was to uncover forgotten tales of textiles, those held close within families over generations, and bring them to new light by continuing the story into the future.

-Luis Campuzano, **WWD**

United States of Fashion - Twenty-three-year-old Tristan Detwiler...launched his label, Stan, in 2019 while still at USC, where he studied design, competed on the surf team, and sewed patches on his frat brothers' shirts. "I grew up just making, being free with my hands, open to anything—sculpting, fine art." At 12, he and a skateboarding friend took up knitting. Vintage quilts are his medium now, because he appreciates the stories they tell.

-Nicole Phelps, **Vogue**

Meet the young LA brand that turns vintage fabric into sustainable jackets. Stan upcycles vintage textiles into SoCal surfer cool... Tristan's inherently sustainable mission is to breathe life into... antique textiles, upscaling them into eccentric, one-of-a-kind jackets hand-made... The result is a sort of material legacy, a wabi-sabi reworking of otherwise forgotten remnants.

-Chris Contonou, **Robb Report**

Haute upcycling and California cool: Stan is everything to love about luxe surf style... Stan [is] a line of beautifully tailored, exhaustively detailed pieces handmade from antique and reclaimed textiles... Being the real-deal, native California boy he is, and a model, artist and surfer, Detwiler himself is perhaps the best representation of the STAN life.

-Janet Mercel, **The Tidalist**

NYMD... will present 10 menswear and gender-fluid collections from new designers... Featured in the presentation are men's wear collections from... Stan.

-Sourcing **Journal**

NYMD will present its ten emerging menswear and gender-fluid designers... Participating designers include... Stan.

-Stephen Garner, **MR Magazine**

New York Mens Day is...returning...to showcase ten menswear designers, including...Stan.

-Eddie Roche, **Daily Front Row**

New York Mens Day will present 10 emerging men's wear and gender fluid designers... Participating men's wear or gender-fluid designers are... Stan.

-Lisa Lockwood, **WWD**

STANS STATEMENTS

“I find appreciation of antique textiles enriched in culture and story through my surf adventures around the world, and through people that I meet and share stories with.”

“A year ago, I brought enriched textiles back to the place where I knew people would celebrate them the most; people I know best- surfers of Southern California. My home-town of San Diego - a coastal, lifestyle conscious, barefoot hub of surfers that wake early to check the cold waves, then go out for craft beer after the sun sets. Eco-minded, fashion forward beach dwellers with an eye for meaningful, unique fashion, and a keen sense of adventure and story-sharing of their unique adventures.”

“I joined the women of the Bumann Quilting Circle to share stories of quilts and pass on their unique narratives that they have uncovered throughout their lives as quilters.”

“I didn't set out to only sell one-of-a-kind jackets, but to bring age-old stories back to life and to celebrate them in a way that the contemporary world appreciates, and that surfers can wear to the beach with a pair of trunks and sandals.”

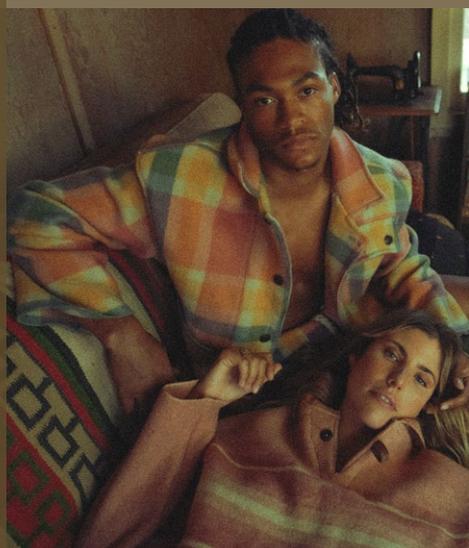
“I source by creating meaningful connections with inheritors of family heirloom textiles and curators of antiques. As I shares my motivations, individuals are inclined to open their attics, storage shelves, and closets, and pass on their textiles, because they too believe that the message should live on.”

“I find greater meaning the feeling of every stitch than the actual design of the textile. I think that actual design is not the most important aspect; rather, I believes that by wearing eye-catching, eclectic patterns, people are more likely to stop while walking down the beach and be inclined to share the narratives they're wearing on their backs.”

“I pull constant inspiration from my surf adventures and travels. And I am familiar with the “no shirt no shoes” lifestyle of my home town of San Diego, California. I hold this surfing life close as it has shaped my outlook. For this aesthetic I mesh what I know well personally, with something vastly different, to create a compelling juxtaposition.”

“Sustainability in fashion is necessary in order to fight the harm we do to our planet.”

“To take something that's lived out a full life of travel and ownership for decades or more, that can no longer serve its original purpose, and then find a way to perceive it as new? To me, it's an act of love.”





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