



### BodyMap & Matty Bovan

“I remember being about 16 and seeing images from one of BodyMap’s shows in a knitwear book – from that point I photocopied everything I could find about the world they created,” says Matty Bovan of his introduction to the cult label’s work. “I wanted to wear their clothes so badly!”

Founded by Stevie Stewart and David Holah in the early 80s, BodyMap was beloved by London’s Blitz Kids for its anarchic spirit and one-size-fits-all ethos. Renowned for its wildly hued, pumped-up proportions and radical take on inclusivity, the label sparked conversations on body positivity long before it became little more than a pseudo-progressive, commercialised movement.

Fast forward nearly four decades, and Bovan is emphatically flying that same flag. “It’s all about a cacophony of texture and colour,” he says of his namesake label, which pushes the female silhouette in new and unexpected directions. For AW19, layers of salvaged tulle and duchess satin bunched at models’ hips, while knitted sweaters with exaggerated shoulders were emblazoned with digitally manipulated Liberty prints.

“As soon as we arrived and decanted our archive pieces from matching Ikea bags there was a connection,” says camera-shy Stewart, who called upon label muse Pippa Brooks for this shoot. “In an industry that’s full of corporate fashion with no passion, Matty is very exciting.”

From left: Matty wears all clothes, Matty Bovan, socks his own. Pippa wears all clothes and accessories Cat in the Hat BodyMap archive, boots her own