

Collection Notes:

Play Hard is a love letter to growing up in Portrush, a working-class seaside town on the edge of the North of Ireland. Surrounded by boarded-up arcades and harsh coastal weather, skateboarding became an escape, a culture, and a way to form identity when opportunity was limited. The collection draws from winter nights at home—empty arcades, distant sounds, fog, and flashing lights—capturing a feeling that is both beautiful and quietly unsettling.

Each look is rooted in personal memory, reflecting resilience, freedom, and creativity shaped through scarcity. *Play Hard* is not about perfection, but about rough edges, fragility, and the strength found in community.

The collection is supported by brands that have been part of my life then and now. VANS features throughout, specifically my 2 most loved pairs, Authentic's and Slip-ons, with hand-customised versions worn by every model. Eastpak references a deeply personal object: the Pack'r backpack that carried my entire world, covered in drawings and patches sewn on by my grandmother, recreated as a symbol of youth, survival, and belonging.

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