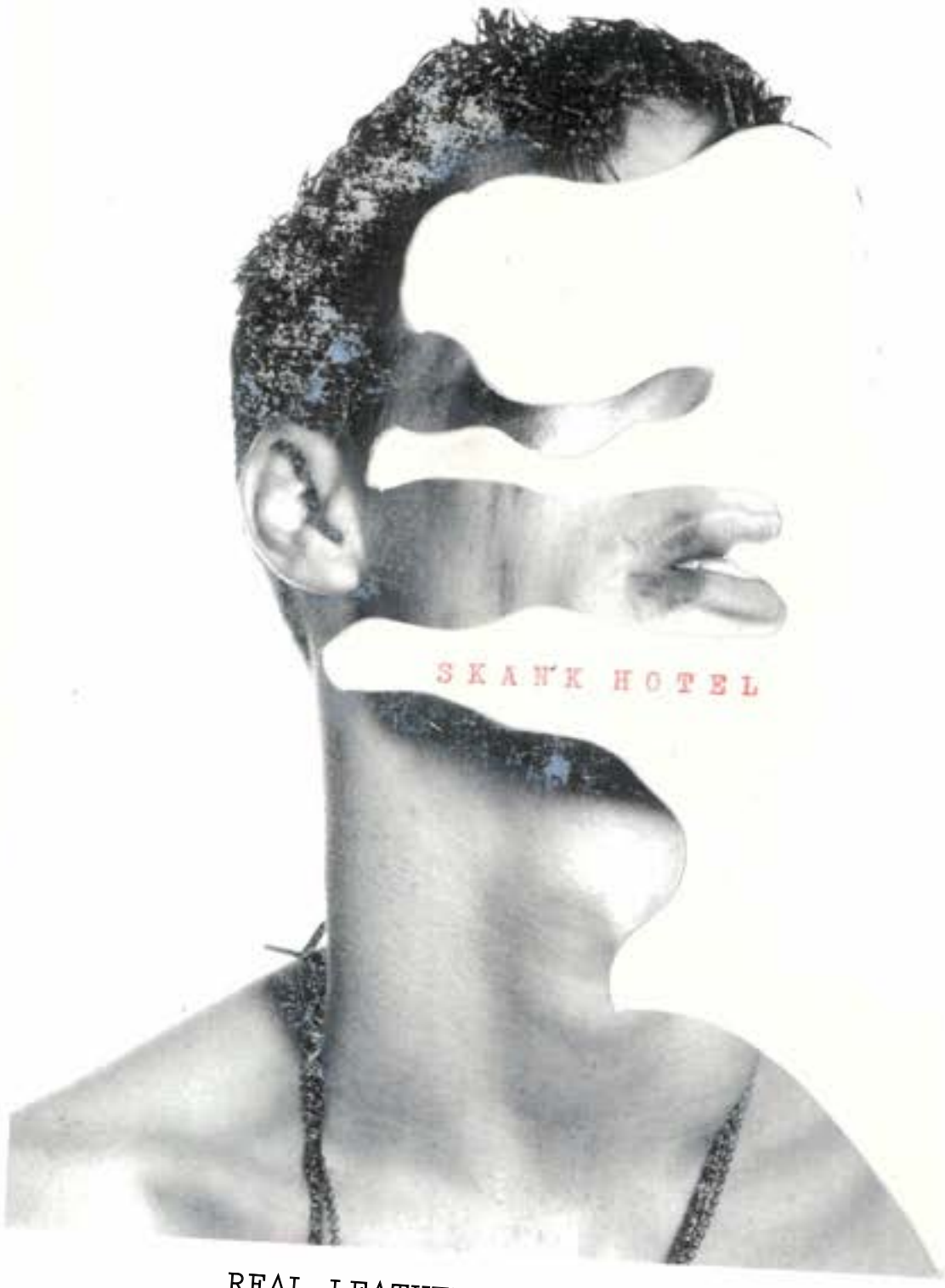



REAL LEATHER. STAY DIFFERENT.

JAMES CLARK

**SKANK HOTEL** is a subversive concept that reclaims, reinvents, and redefines what it means to create and consume. Built on a foundation of raw self-expression, creative rebellion, and regenerative design, the concept challenges the fast fashion buisness model by crafting modular, genderless, and emotionally enduring garments - pieces that evolve, adapt, and age beautifully over time.

In a world where 60% of clothing is synthetic, worn five times, and discarded, **SKANK HOTEL** dares to slow things down and make garments that people will want to keep, transform, and cherish. By embracing rescued leather - one of fashion's most wasted natural resources - and pairing it with other durable, low-impact materials, SKANK HOTEL creates fashion that is designed for longevity, both in construction and emotional resonance.

At its core, **SKANK HOTEL** is a cultural force, not just a fashion concept. The idea thrives in the creative underground, platforming artists, disruptors, and thinkers who share its vision of clothing as an extension of self, a protest against disposability, and an artifact of lived experience. Each piece is made to be worn in, not worn out - designed to carry stories, bear marks of the wearer's journey, and evolve over time.

This is not fashion for fleeting trends. This is fashion as permanence, as presence, as provocation. Welcome to **SKANK HOTEL**.

# MATERIAL RESEARCH

**SKANK HOTEL** redefines sustainability by repurposing discarded cowhide leather into high-fashion, long-lasting garments. Nearly half of the world's cattle hides go to waste, despite leather's durability and biodegradability. By sourcing from responsible tanneries, we transform this overlooked material into modular designs that evolve with the wearer, extending their lifespan.

Complementing this, we incorporate sustainable ribbed jersey—a fabric chosen for its flexibility, comfort, and lower environmental impact. By using responsibly sourced, organic, or recycled fibers, we ensure longevity without compromising on wearability. This fusion of structured leather and fluid jersey challenges traditional luxury, proving that innovation and sustainability can coexist in fashion.

# INITIAL DESIGN IDEAS

Shape and silhouette inspired by **SKANK** aesthetics.

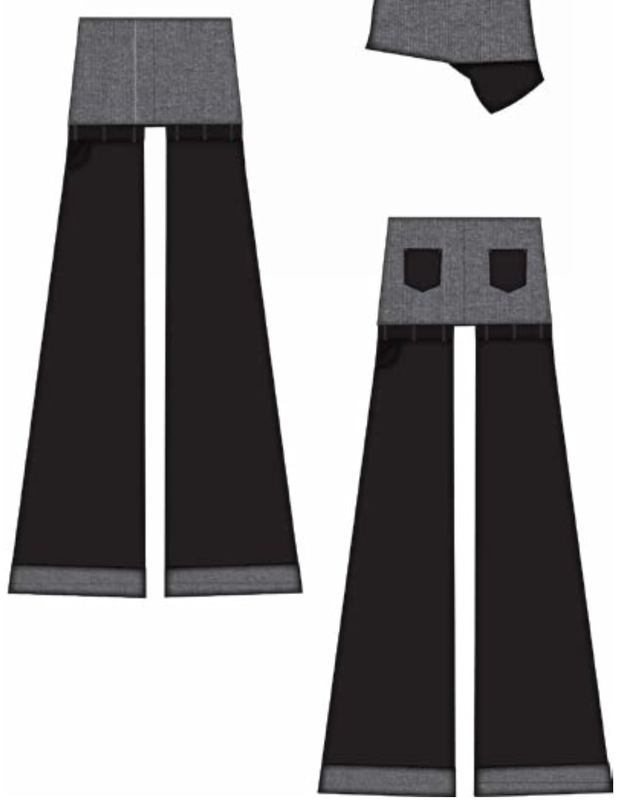
I want to look into zero waste pattern cutting for the leather as a means of sustainability to the maximum.

I like the idea of mixing a ribbed jersey with the stiffness of leather to communicate symbolism of indifference.

When experimenting with colour, I wanted to keep to more neutral tones because I enjoyed the idea of versatility and genderless appeal. Not only this but because longevity of SKANK HOTEL'S sustainability values, timelessness was a goal in which I believe neutral colours align best with.

# FINAL DESIGN

Cut of jacket will be based on the dead-stock leather, thus no piece will ever be the same. Not only does this provide zero-waste pattern cutting, but also connects back to the entire concept of **SKANK HOTEL** and the individuality it injects into society.



| BRAND: | SKANK HOTEL | SAMPLE SIZE: | MENS MEDIUM |
|---|---|---|---|
| | | SIZE RANGE: | XS. S. M. L. XL |
| SEASON: | A/W 2025 | STYLE NAME: | THE SAM TOP |
| CATAGORY: | TOPS | DESIGNER: | JAMES CLARK |
| COLOURWAY: | BLACK/GREY | DATE: | 12/03/2025 |
| DESCRIPTION: | LOOSE FITTING WAISTCOAT | | |

FRONT

BACK

| FABRIC COMPONENTS: | | SWATCH: |
|---|---|---|
| FABRIC: | COW HYDE LEATHER | |
| SUPPLIER: | REAL LEATHER. STAY DIFFERENT | |
| REF: | 01 | |
| COMPOSITION: | DEADSTOCK | |
| COLOUR: | BLACK/BROWN | |
| WEIGHT: | UNKNOWN | |
| **TRIMS:** | | **SWATCH:** |
| FABRIC: | ECO-RIBBED JERSEY | |
| SUPPLIER: | RAY-STITCH | |
| REF: | 002312 | |
| COMPOSITION: | 95% COTTON 5% ELASTANE | |
| COLOUR: | COOL GREY | |
| WEIGHT: | 240G/M2 | |
| **TRIMS:** | | **SWATCH:** |
| MATERIAL: | METAL | |
| SUPPLIER: | LIMESTOCK. | |
| REF: | 88748.33 | |
| COMPOSITION: | 100% STEEL | |
| COLOUR: | SILVER | |
| QUANTITY: | 20 | |

| BRAND: | SKANK HOTEL | SAMPLE SIZE: | MENS MEDIUM |
|---|---|---|---|
| | | SIZE RANGE: | XS. S. M. L. XL |
| SEASON: | A/W 2025 | STYLE NAME: | THE SAM TROUSER |
| CATAGORY: | TROUSERS | DESIGNER: | JAMES CLARK |
| COLOURWAY: | BLACK/GREY | DATE: | 12/03/2025 |
| DESCRIPTION: | WIDE LEGGED ROLLED JERSEY AND LEATHER TROUSERS | | |

FRONT

BACK

| FABRIC COMPONENTS: | | SWATCH: |
|---|---|---|
| FABRIC: | COW HYDE LEATHER | |
| SUPPLIER: | REAL LEATHER. STAY DIFFERENT | |
| REF: | 01 | |
| COMPOSITION: | DEADSTOCK | |
| COLOUR: | BLACK/BROWN | |
| WEIGHT: | UNKNOWN | |
| **TRIMS:** | | **SWATCH:** |
| FABRIC: | ECO-RIBBED JERSEY | |
| SUPPLIER: | RAY-STITCH | |
| REF: | 002312 | |
| COMPOSITION: | 95% COTTON 5% ELASTANE | |
| COLOUR: | COOL GREY | |
| WEIGHT: | 240G/M2 | |
| **TRIMS:** | | **SWATCH:** |
| MATERIAL: | METAL | |
| SUPPLIER: | LIMESTOCK. | |
| REF: | 88748.33 | |
| COMPOSITION: | 100% STEEL | |
| COLOUR: | SILVER | |
| QUANTITY: | 4 | |

**SKANK HOTEL** is a reaction to the wasteful, exploitative nature of the fashion industry—an unapologetic challenge to fast fashion's disposable culture. With 60% of clothing now made from oil-derived synthetics and garments worn an average of just five times before being discarded, the industry's reliance on unsustainable materials is destroying ecosystems and flooding landfills. **SKANK HOTEL** responds by creating bold, modular designs that defy obsolescence, crafted from materials that not only endure but evolve with the wearer.

By repurposing discarded cowhide leather—a natural byproduct of the meat and dairy industries—we rescue a durable, biodegradable material that would otherwise be wasted. Sourced from responsible tanneries, this leather is transformed into garments that challenge conventional luxury, emphasizing longevity and adaptability. Paired with sustainable ribbed jersey, chosen for its flexibility and reduced environmental impact, our designs merge structure with fluidity, creating pieces that embody both innovation and responsibility.

More than just clothing, **SKANK HOTEL** is a movement—a space where sustainability, self-expression, and raw creativity collide. Through thoughtful material choices, modular construction, and an ethos rooted in community, the brand rejects fashion's disposable cycle, proving that sustainability isn't a limitation, but a foundation for fearless, lasting design.

**REAL LEATHER. STAY DIFFERENT.**

JAMES CLARK

LONDON COLLEGE OF FASHION

'SKANK HOTEL' - REAL LEATHER. STAY DIFFERENT. COMPETITION SUBMISSION