



# HORSE

**AN ART AND FASHION COLLABORATION  
BETWEEN MICHAEL FRITH ARTIST AND  
JENNY MORT OF JENNY M. LONDON.**

# INSPIRATION

Appreciating the vibrancy and immediacy of Michael's work, Jenny could instantly see how well his work could be adapted into fashion. This along with Michael's admiration for the Jenny M. pared-down aesthetic, made for a natural and exciting collaboration. Having been given one of his smaller scale horse paintings as a present earlier in the year, the idea was born: to produce large scale watercolour paintings of horses on white grounds with the images then applied to a line of clothing.

## JENNY M

Known most notably for her designer line of womenswear at Jenny M. London, Jenny has used this opportunity to design, produce and launch her first menswear capsule collection. The styling is simple and based on utility workwear using bleu de travail and other hard-wearing drills and cottons but with the addition of luxury cloths such as washed silks and twills. This crosses over successfully into the SS/18 womenswear line which along with her new styles, features some of her re-worked classics.

## FRITH

As the late art historian Dr. Frank Whitford said, "to produce a coherent image on such a large scale, is something most water-colourists would find impossible". Having worked for years producing work for the Sunday Times and other publications, as well as for numerous commissions for his paintings, Michael is now spending the majority of his time developing and producing his own large scale works.











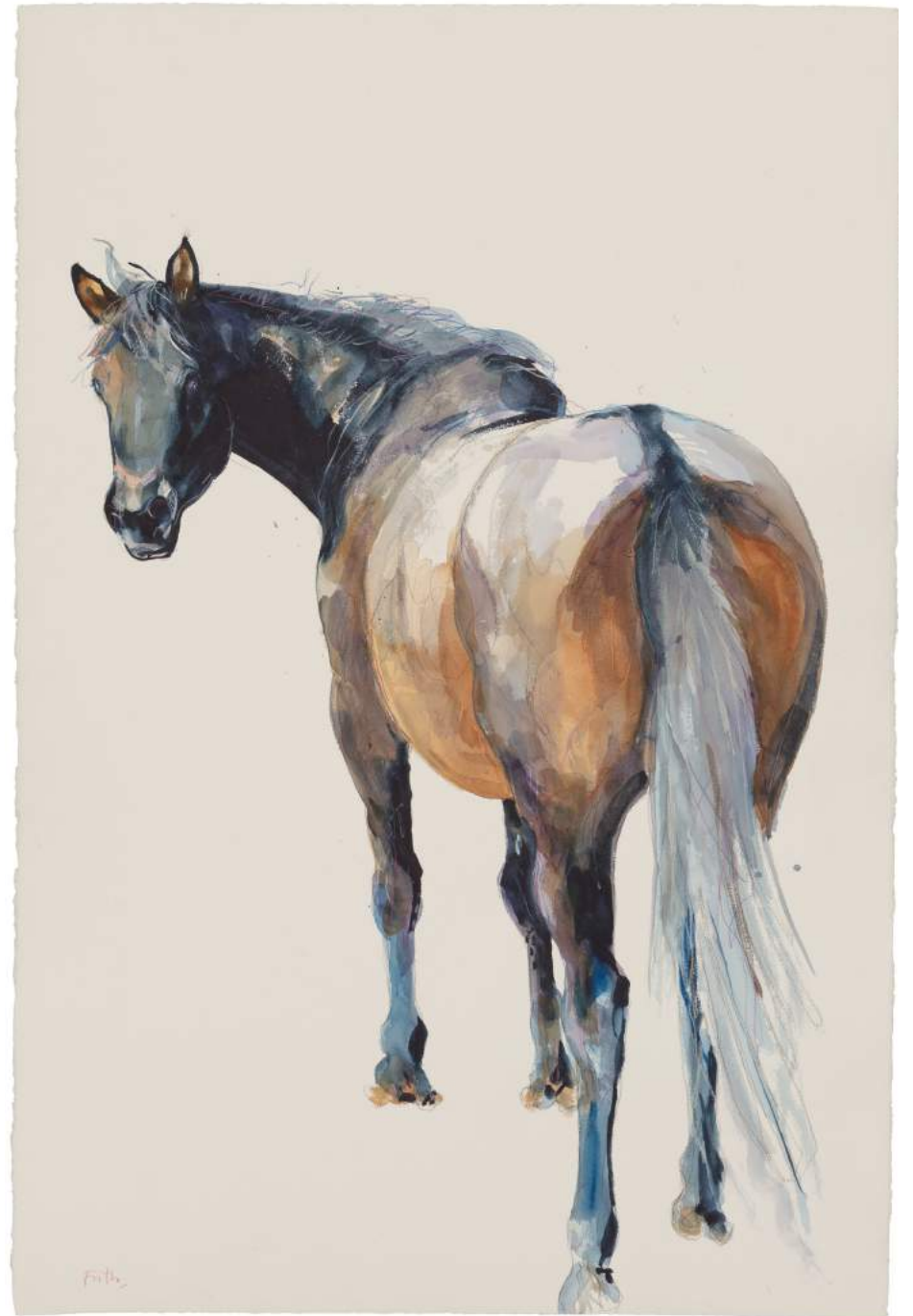






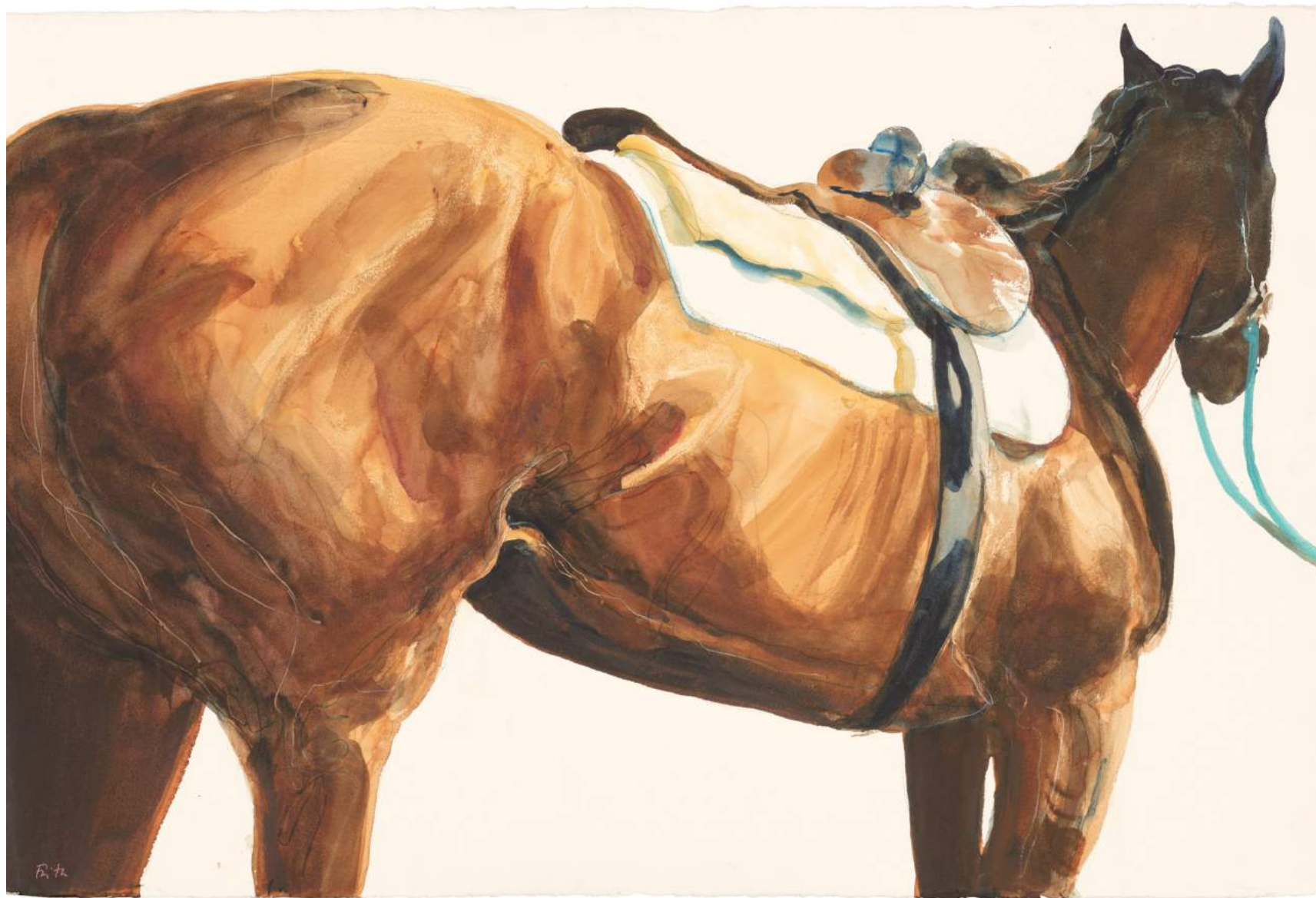














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