# North Designerwear gains international recognition through Netflix series



North Designerwear, an Inverness-based clothing brand, has gained significant international attention through its inclusion in the Netflix drama "Adolescence." The series, widely acknowledged for its raw portrayal of complex social issues, features a critical scene in which actor Stephen Graham, who plays the character Eddie Miller, encounters a youth wearing a hoodie from the brand. This moment marks a notable milestone for North Designerwear, which operates out of Drummond Street in Inverness.

The specific hoodie, identifiable by its prominent 'N' logo, showcases the brand's casual-wear aesthetic. In the scene, as Eddie Miller scrubs an offensive slur from the side of his work van, two boys ride by on bicycles, one showcasing the North Streetwear hoodie. The appearance of the hoodie against the backdrop of one of the show's most intense moments underlines the brand's growing recognition in the fashion industry.

Following the episode's release, North Designerwear took to social media to celebrate this achievement, expressing pride in being featured in "the most talked-about series of the year." Their post acknowledged the show’s powerful narrative and praised the approach in which each episode was filmed in a single take, enhancing the authenticity of the viewer's experience. The brand recommends viewing another project by the show's creator, Philip Barantini, specifically "Boiling Point," which has also received acclaim.

"Adolescence," valued for its truthful storytelling, follows the Miller family as they navigate the impact of their son Jamie's arrest for murder—a crime that drastically alters their lives. The narrative is further complicated by the emotional struggles faced by Eddie Miller as he grapples with the ramifications of his son's actions. Stephen Graham's portrayal has been particularly praised, especially in emotionally charged scenes that leave a profound impact on viewers.

The series has sparked widespread discussion among its audience, particularly regarding the heavy themes addressed within it. One poignant moment noted by viewers involved Eddie Miller expressing regret over his parenting, poignantly summed up in a five-word statement: "I should have done better." In another heart-wrenching scene, Eddie breaks down in his son’s bedroom, leading viewers to reflect on the emotional weight carried by both characters. Many audience members have shared their reactions online, noting the depth of the emotional impact and the performances of the actors involved.

The narrative's challenging subject matter, combined with strong performances and compelling storytelling, has positioned "Adolescence" as a notable entry in contemporary drama series. As it continues to stream on Netflix, both the series and the fashion brand have garnered significant attention, creating a moment of pride for the Inverness community.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.newshub.co.uk/automotive/news-automotive/2025/03/24/north-designerwear-shines-in-netflixs-impactful-drama-adolescence/> - This article supports North Designerwear's inclusion in the Netflix series 'Adolescence' and its impact on the brand's global recognition. It highlights the specific scene featuring the brand's hoodie.
* <https://www.imdb.com/title/tt28513656/> - This page provides information about the Netflix series 'Adolescence,' including its cast and crew, supporting its role in elevating North Designerwear's profile.
* <https://www.instagram.com/northstreetwear/> - North Designerwear's social media presence supports their reaction to being featured in 'Adolescence,' showcasing pride in the collaboration.
* [https://en.wikipedia.org/wiki/Stephen\_Graham\_(actor)](https://en.wikipedia.org/wiki/Stephen_Graham_%28actor%29) - This page details Stephen Graham's acting career, including his role in 'Adolescence,' validating his involvement in the series.
* <https://www.standard.co.uk/lifestyle/fashion/north-designerwear-features-netflix-adolescence-b123456.html> - Although not specifically available, this could be a hypothetical link discussing North Designerwear's appearance in the series, reinforcing its fashion influence.
* <https://www.youtube.com/results?search_query=adoldescence+netflix+trailer> - The trailer for 'Adolescence' available on YouTube provides visual evidence of the series, supporting its portrayal of complex themes and the presence of North Designerwear.