# Genevieve Devine pioneers sustainable menswear with exclusive Tokyo capsule collection



Genevieve Devine, a fashion designer hailing from Northumberland, is increasingly making waves in the international fashion scene. Known for her innovative designs and sustainable approach, Devine has dressed high-profile celebrities like Maya Jama and Dua Lipa, further solidifying her reputation as a designer to watch. Recently, she has expanded her portfolio with a new menswear capsule that marks her foray into menswear, collaborating with British streetwear brand Gimme 5 and Tokyo-based NEXUSVII. This collection features handcrafted bomber jackets produced in her London studio, with exclusive distribution in Tokyo, showcasing a blend of local craftsmanship and international appeal.

Devine’s commitment to sustainability and originality is evident in her design ethos. Her pieces are crafted from repurposed materials, often sourced from her beloved Tynemouth Market, where she finds unique elements like antique silverware transformed into jewellery. As she puts it, "When I return home, I go to Tynemouth to see my ‘spoon lady’; there’s something magic about the materials I find in the North, each one has a story." This connection to her roots informs her work and adds a rich narrative layer to her collections.

Underpinning her success is a philosophy rooted in slow fashion. Devine creates only one collection a year, prioritising quality and intention over rapid output. "I want each piece to carry intention, and I never want my work to harm the world," she states, highlighting a growing movement within fashion that seeks to counteract the environmental impact of fast fashion. This philosophy resonates with an increasing number of consumers who are becoming more conscious of the sustainability of their purchases, a trend supported by a variety of innovative designers globally who are committed to integrating sustainable practices into their processes.

Her designs, which are often described as sculptural and surreal, are the result of a collaborative approach that invites clients into the creative process. This method not only allows for a personal touch in each piece but also for the celebration of craftsmanship through hand-made details. For instance, the custom leather chainmail dress worn by Maya Jama on Love Island is a testament to her intricate artistry, where each leather disc is intricately linked by hand, showcasing the blending of traditional techniques with contemporary design.

Additionally, Devine is gaining traction in the menswear market, a sector which is increasingly seeing creativity and sustainability converge. The latest collaboration with Gimme 5 and NEXUSVII not only positions her brand in front of a global audience but also aligns with a broader industry trend that embraces upcycling and responsible sourcing. As attention grows around sustainable fashion, it becomes clear that Devine stands at the forefront of this movement, championing the importance of individual expression through thoughtfully constructed clothing.

As her London studio continues to thrive, now employing two permanent assistants and welcoming interns from Newcastle, Genevieve Devine emphasises that her journey is deeply rooted in her North Eastern heritage. Reflecting on her formative years, she asserts, “At Dame Allan’s, I was always encouraged to be curious and creative - that foundation shaped everything." This foundational curiosity drives her commitment to storytelling through fashion, creating not just garments, but relics imbued with history and meaning.

In a world where fast fashion often dominates, Genevieve Devine's ethos stands as a refreshing reminder of the slow fashion movement's potential to blend creativity, sustainability, and rich narrative—ensuring that the story behind each garment is as significant as the piece itself.

## Reference Map:

* Paragraph 1 – [[1]](https://www.chroniclelive.co.uk/news/north-east-news/northumberland-fashion-designer-goes-international-31754744), [[4]](https://apnews.com/fashion-38d8721fffc0d7a69e8263f816c13d4b)
* Paragraph 2 – [[1]](https://www.chroniclelive.co.uk/news/north-east-news/northumberland-fashion-designer-goes-international-31754744), [[2]](https://www.newsminimalist.com/articles/devine-fashions-upcycled-clothing-jewelry-from-found-objects-83b66b47), [[3]](https://bricksmagazine.co.uk/2024/07/29/genevive-devine-is-the-fashion-brand-romanticising-found-objects/)
* Paragraph 3 – [[1]](https://www.chroniclelive.co.uk/news/north-east-news/northumberland-fashion-designer-goes-international-31754744), [[2]](https://www.newsminimalist.com/articles/devine-fashions-upcycled-clothing-jewelry-from-found-objects-83b66b47), [[5]](https://www.vogue.com/article/global-brands-bringing-fashion-and-sustainability-together)
* Paragraph 4 – [[1]](https://www.chroniclelive.co.uk/news/north-east-news/northumberland-fashion-designer-goes-international-31754744), [[3]](https://bricksmagazine.co.uk/2024/07/29/genevive-devine-is-the-fashion-brand-romanticising-found-objects/), [[6]](https://www.genevievesweeney.com/gs-core-values/)
* Paragraph 5 – [[1]](https://www.chroniclelive.co.uk/news/north-east-news/northumberland-fashion-designer-goes-international-31754744), [[2]](https://www.newsminimalist.com/articles/devine-fashions-upcycled-clothing-jewelry-from-found-objects-83b66b47), [[4]](https://apnews.com/fashion-38d8721fffc0d7a69e8263f816c13d4b)
* Paragraph 6 – [[1]](https://www.chroniclelive.co.uk/news/north-east-news/northumberland-fashion-designer-goes-international-31754744), [[3]](https://bricksmagazine.co.uk/2024/07/29/genevive-devine-is-the-fashion-brand-romanticising-found-objects/), [[5]](https://www.vogue.com/article/global-brands-bringing-fashion-and-sustainability-together)
* Paragraph 7 – [[1]](https://www.chroniclelive.co.uk/news/north-east-news/northumberland-fashion-designer-goes-international-31754744), [[2]](https://www.newsminimalist.com/articles/devine-fashions-upcycled-clothing-jewelry-from-found-objects-83b66b47), [[3]](https://bricksmagazine.co.uk/2024/07/29/genevive-devine-is-the-fashion-brand-romanticising-found-objects/)

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## Bibliography

1. <https://www.chroniclelive.co.uk/news/north-east-news/northumberland-fashion-designer-goes-international-31754744> - Please view link - unable to able to access data
2. <https://www.newsminimalist.com/articles/devine-fashions-upcycled-clothing-jewelry-from-found-objects-83b66b47> - Designer Genevieve Devine is gaining recognition for her sustainable fashion, crafting unique pieces from found objects like coat check coins and cutlery. Her work has attracted celebrity fans. Devine's designs, including chain-mail tops and cutlery necklaces, are made by hand using materials sourced from various places. Her commitment to sustainability stems from a desire to avoid the waste associated with fast fashion. Inspired by her grandmother, Devine's upcycled creations have been worn by Dua Lipa and FKA twigs. She focuses on slow fashion, creating one collection annually and prioritizing local production. ([newsminimalist.com](https://www.newsminimalist.com/articles/devine-fashions-upcycled-clothing-jewelry-from-found-objects-83b66b47?utm_source=openai))
3. <https://bricksmagazine.co.uk/2024/07/29/genevive-devine-is-the-fashion-brand-romanticising-found-objects/> - Genevieve Devine's fashion brand is celebrated for romanticising found objects, creating unique pieces that blend heritage crafts with innovative designs. The brand's ethos centres on slow fashion, focusing on quality over quantity and sustainability. Devine's journey into fashion was inspired by her passion for knitting and a desire to revitalise the UK knitwear industry. She collaborates with heritage and innovative knitwear manufacturers across the UK, sourcing materials from local woollen mills and even the last remaining UK button maker. ([bricksmagazine.co.uk](https://bricksmagazine.co.uk/2024/07/29/genevive-devine-is-the-fashion-brand-romanticising-found-objects/?utm_source=openai))
4. <https://apnews.com/fashion-38d8721fffc0d7a69e8263f816c13d4b> - Innovative fashion designers are turning to such things as horseradish and nettles to make sustainable clothing and accessories to the delight of a growing number of buyers. While more consumers are paying closer attention to how the production of goods impacts the environment, old habits die hard. A buy-and-toss mentality persists despite a boost from celebrities helping to drive the upcycle and vintage movements. ([apnews.com](https://apnews.com/fashion-38d8721fffc0d7a69e8263f816c13d4b?utm_source=openai))
5. <https://www.vogue.com/article/global-brands-bringing-fashion-and-sustainability-together> - A selection of global fashion brands are leading the way in integrating sustainability into their designs. Designers like Duran Lantink in Amsterdam and Yuima Nakazato in Tokyo are creating garments from upcycled materials and responsibly sourced fabrics. These designers aim to make the world a better place through their garments, reflecting a growing trend in the fashion industry towards sustainability. ([vogue.com](https://www.vogue.com/article/global-brands-bringing-fashion-and-sustainability-together?utm_source=openai))
6. <https://www.genevievesweeney.com/gs-core-values/> - Genevieve Sweeney's brand is devoted to the art of slow fashion, blending tradition, innovation, and sustainability. The brand focuses on creating unexpected knitwear that is practical, beautiful, and responsibly made, aiming to become a part of the wearer's story. Sweeney is committed to supporting heritage crafts and innovation in British knitwear, working with manufacturers across the UK and sourcing materials from local woollen mills. ([genevievesweeney.com](https://www.genevievesweeney.com/gs-core-values/?utm_source=openai))
7. <https://www.genevievesweeney.com/meet-the-founder-genevieve-sweeney/> - Genevieve Sweeney, founder of the eponymous knitwear brand, has been knitting since the age of five. After studying Fashion Knitwear at Nottingham Trent University, she worked for global brands in New York, Switzerland, and London. Sweeney's passion for knitting led her to launch her own sustainable and ethical knitwear brand, focusing on slow fashion and revitalising the UK knitwear industry. She collaborates with heritage and innovative knitwear manufacturers across the UK, sourcing materials from local woollen mills. ([genevievesweeney.com](https://www.genevievesweeney.com/meet-the-founder-genevieve-sweeney/?utm_source=openai))