



Way of the Dragonfly

Secretia takes a walk into the iconographic world of Dada.

Dragonfly opened their first store on Chalk Farm Road, Camden in April this year. It is something of a retail experiment for Dragonfly and designer Edward Dada, as they are already renowned for being a leader in quality rock merchandise for bands. Not content with being a major US clothing company,

Dragonfly has also made its name providing unique and authentic licensed apparel across the world.

This flagship store boasts three floors to display their unique take on supporting the bands you love. The licensed range includes a selection of good quality mens' and womens' buttoned down collar shirts, sweatshirts and board shorts featuring images of icons from Elvis Presley through to Jimi Hendrix, Bettie Paige and Ozzy Osbourne. Nothing too surprising, I hear you cry. Wrong. The quality and attention to detail is like nothing I have come across in band merchandising. The images on the shirts have been screened on to the fabric, not just printed. Even the buttons have been especially made to complement the item.

Also featured in the store are Dragonfly's own lines of exclusive jewellery and a large selection of exclusive leather clothing. These include items for men, women and teens and also embrace a growing range of accessories.

So, not surprisingly, Dragonfly is backed by the likes of Gene Simmons (KISS) and Nikki Sixx (Mötley Cruë). Dragonfly, who produce all the tour shirts for the Rolling Stones, have already started producing lines of clothing designed by the stars themselves and plans are in place to include many more artists such as Santana and Blondie in the scheme. "We are all about rock and roll," adds Dada. "We even have a license to make Jack Daniels clothing because 'Jack' is the drink of the rock 'n' roll stars."

So, why pick London for the store when things are going so well in the States? "We wanted to build on the musical heritage of the nearby Roundhouse," says designer and



self-styled visionary Edward Dada, "and launch our distinctive product in a location that befits the values of our brand. The Rolling Stones, Jimi Hendrix and Pink Floyd made their names there, and it is where the Doors played their only UK gig. Camden has a reputation





for being weird and wonderful: it is a hub of expression, creativity and individuality and hosts an eclectic mix of people.”

It is rumoured that over the next few months, some of the featured rock icons in the range will visit the store for signings, autographs and interviews. Alternative London will list these events for you as and when they happen.

Visit the store at: 20 Chalk Farm Road, Camden NW1

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