

Crafted
by **DO**





FRONT



BACK





FRONT



BACK



Every great idea starts from a single point and radiates outward.
The London School of Design and Marketing was built on a conviction: that passion, given the right direction, becomes a profession. That creativity is not a talent you are born with but a language you learn. That design and marketing are not industries.
They are ways of seeing the world and changing it.
This collection is a wearable expression of that belief.
The back panel is built around a radial halftone field, a graphic technique borrowed from the history of print, in which a single point of energy dissolves outward into an entire composition. From that centre, London emerges, its skyline in dots linework, fixed to its coordinates: 51.5074° N, 0.1278° W. The city beside the Prime Meridian, the line from which the entire world has measured its position for centuries.
For a school with students across more than 100 countries, that detail means something.
On the right, angular lines converge toward a single vanishing point. In perspective drawing, all lines eventually meet at one place, the point of clarity, of focus, of arrival. The same direction LSDM gives to every student who comes to it searching for where their passion leads.
The five values, Creativity, Strategy, Innovation, Collaboration, Diversity, are the architecture of every course, every lesson, and every career LSDM has helped to build.
At the base: From London to the World.
This is not just merchandise. It is a marker of where the journey began.