



MUSTANG UNLEASHED

COLLECTION



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The Mustang Unleashed collection brings together Ford Motor Company and an accomplished roster of global designers to celebrate Mustang's 50th anniversary and influence on pop culture.

Five visionary designers each crafted three original designs inspired by the Ford Mustang. The result is a limited-edition collection of 15 signature graphic shirts.

Each design uniquely embodies the spirit of going further through the lens of the iconic Pony car and the notion of "Unleash Your True Self."



“It’s something that gives you freedom, gives you power. It gives you an experience totally new.”



PAULA CADEMARTORI

Intelligent sensuality, structure and contemporary sophistication are the main foundations of Paula Cademartori’s aesthetic. Her vision is a unique perspective where design is a prime tool for expression, emotion and elegance. Paula’s passion for design is fueled by every aspect of the process – from sketch to production to finished product.

Unleashed Design Points:

- Freedom, power and new experiences
- Color, geometry and glamour
- Attention to detail



Glamour (Female)



Freedom (Male)



Urban Camo (Male)

*"It's an idea, an aesthetic,
a dream, and you put it
all together and you have
to embody it in something."*



ANNA SUI

Like Mustang, Anna Sui was born in Detroit. But the similarities don't stop there. Anna's work effortlessly mixes vintage style with current cultural obsessions to transcend eras and create true originals. With her passionate sense of freedom in her aesthetic, Anna takes you on a creative journey unparalleled in the world of fashion.

Unleashed Design Points:

- Evolving while remaining true to your identity and aesthetic
- Embodiment of freedom, a car that makes you dream
- Fantasy of rock 'n' roll – rock bands from Detroit



Psychedelic Nouveau (Male)



Mustang Rock Poster (Female)



Airbrushed Mustang (Male)

"It's this idea that you have restrained energy or restrained passion and you can finally let it out."

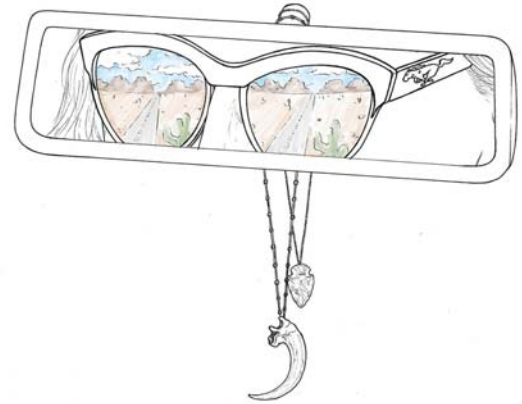


PAMELA LOVE

Jewelry design was not the road Pamela Love planned to take upon receiving her BFA in Experimental Film and Art Direction from New York University's Tisch School of the Arts. But she followed her passion, and her creations are still heavily influenced by the arts, including American folklore and traditional European iconography, resulting in an immediately recognizable and visceral aura.

Unleashed Design Points:

- Artifacts of a story – American pop culture
- Horses as a symbol of power, strength and freedom
- The idea of moving forward and leaving the past behind you



Sunglasses (Female)



Keychain (Female)

Lovestang

Lovestang (Male and Female)

“Unleashed for us means to think without preconceptions, trusting your own instincts.”



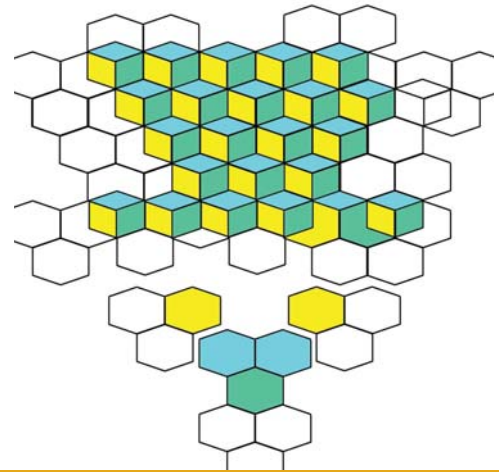
CO|TE

TOMASO ANFOSSI + FRANCESCO FERRARI

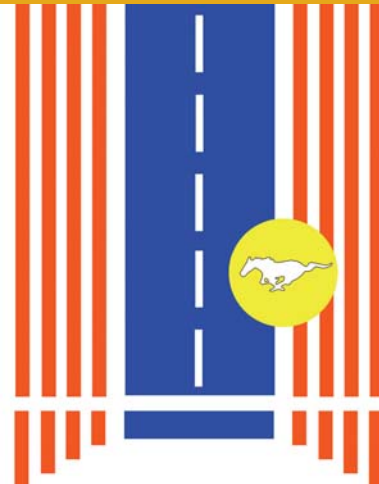
The Italian brand CO|TE, founded by Tomaso Anfossi and Francesco Ferrari, is quickly gaining momentum in the fashion world for its ability to freely reinterpret established design themes from a contemporary point of view. Its unique yet approachable design aesthetic comes from a constant exchange of ideas, fueled by a lively passion for natural and refined sensuality.

Unleashed Design Points:

- Thinking without preconceptions, trusting your instincts
- Quality and tradition
- Design and attention to detail, use of geometric and graphic elements



Grid (Male)



Sunny (Male)



Unleashing on the Open Road (Female)

*"You become
completely authentic.
Completely true about what
it is you're feeling."*



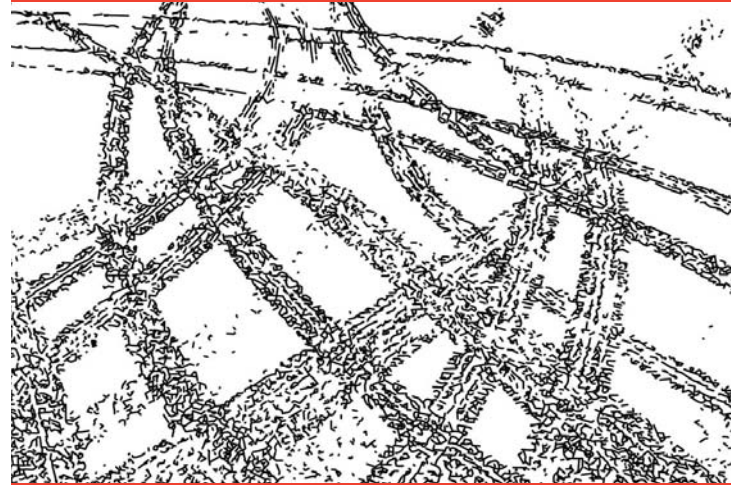
ROGAN

ROGAN GREGORY + SCOTT MACKINLAY-HAHN

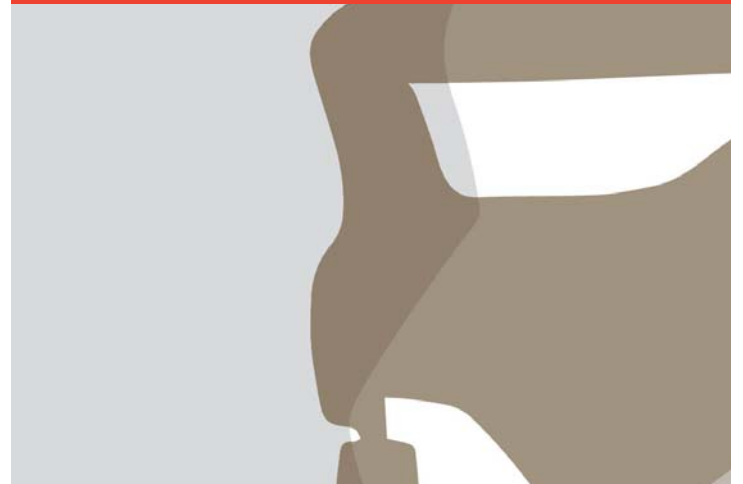
Rogan Gregory and Scott Mackinlay-Hahn, founders of ROGAN and Loomstate, believe that quality is defined by more than how long your clothing lasts — it's about the health of the farmer growing the cotton, the health of her community and the health of all the communities that contribute to making your clothing. Rogan and Scott work to design not only captivating products, but also systems that create more sustainable production.

Unleashed Design Points:

- Evolving while maintaining your integrity and design over the years
- Pushing the boundaries and inspiring
- Fast, abstract and thought-provoking



Tire Tracks (Male)



Curves (Male)



Running Wild (Female)



About Our Shirts

Each Mustang Unleashed collection shirt is proudly made by Loomstate in the USA, using 100% organic cotton. Loomstate is committed to supporting the world's best-practice, sustainable cotton-growing communities by developing fashionable and quality products that create a more equitable, verdant and sustainable future.

GILT

The Mustang Unleashed collection will be available globally at www.gilt.com/unleashed with pre-orders starting on August 26, and flash sales running through October.

#MustangUnleashed

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