# Charles Jeffrey's Loverboy Marks 10th Anniversary with Somerset House Exhibition



Charles Jeffrey's fashion brand Loverboy is celebrating its 10th anniversary with a special exhibition at Somerset House, London. The brand, known for its whimsical and avant-garde designs, originated from a queer club night in East London. Charles Jeffrey, a Glasgow-born designer, started financing the label through these club nights.

Loverboy has grown from its underground roots to gain international acclaim, dressing celebrities like Tilda Swinton and Harry Styles. The brand has a unique aesthetic, blending elements of tartan, punk, and DIY ethos, a style Jeffrey terms "availabilism." The exhibition, titled "The Lore of Loverboy," showcases the brand's history, creative process, and its evolution to a prominent fashion name.

The exhibition also features outfits from Jeffrey's early collections, personal artifacts from his studio, and signature designs like tartan registered with the Scottish Register of Tartans. A fashion show accompanied the exhibition's opening, featuring performances and appearances by notable figures.

The event celebrates the brand's achievements and highlights its role in maintaining a sense of creativity and joy within British fashion, despite broader industry challenges. The "Lore of Loverboy" exhibition runs until September 1, 2024, at Somerset House.