Heron Preston has unveiled yet another creative linkup, this time not with a fashion marque but an auto giant. The designer and DJ has created a new concept collection with Mercedes-Benz, designed to push the boundaries of innovation and sustainability in fashion design, which will start selling on global platform GOAT next week.

Heron’s big idea is playing with upcycled materials from airbags, a safety device which celebrates the 50th anniversary of its first patent this year. Along with the 40th anniversary of the life-saving feature’s use in Mercedes-Benz’ S-Class cars, the marque’s most produced range.

Heron’s auto ideas are all based on recycled airbag materials from the brands’ safety and crash test research area. Besides the concept clobber, the upcycled airbags have also been revamped into merchandise designed by
Besides the concept closer, the upcycled airbags have also been revamped into merchandise designed by Heron Preston, available on GOAT from September 10th.

Preston focuses on three airbag men’s wear and womenswear looks, which riff on the airbag since the collection has the rare ability to inflate and deflate. Heron’s own house is noted for its ‘Re-Design’ program, which creates one-of-a-kind pieces from re-used materials.

"Mercedes-Benz and my brand share a common value of reducing our impact on the planet, and that was the starting point of the co-operation," said Preston in a release.

This spring, Calvin Klein tapped the San Francisco-born Heron as a creative consultant to develop a collaborative collection. Launched via Off-White’s Italian parent company New Guards Group, Preston’s namesake brand made its Paris Fashion Week debut in 2017. New Guards Group has since been acquired by London-based Farfetch.

Preston has previously worked with a wide range of collaborators in the past, from Kanye West and Virgil Abloh to Levi’s, Gap, Nike and even the NYC Department of Sanitation.
'Upcycling and celebrating sustainability have been my earliest approaches to design, since launching my collection, and I loved lensing a celebration of the airbags anniversary in this way to create a beautiful collection from recovered materials alongside some of their most advanced fleet of fuel efficient and electric vehicles,” added Preston.

In the past quarter century, Mercedes-Benz has very actively developed links with the fashion industry – most notably by sponsoring fashion weeks in as diverse locations as Russia, Mexico, Madrid, Tbilisi and Berlin; and by supporting the acclaimed International Festival of Fashion, Photography and Fashion Accessories in Hyères.

“At Mercedes-Benz we are very proud of our unique, global fashion engagement, which has developed a close relationship with the industry since 1995. Working with co-creators in this field that reflect our values enables us to further push sustainable luxury design into the future. Heron’s unique take on sustainability and the way he approaches the topic through the lens of culture is what made him an outstanding partner to work with on this project,” noted Bettina Fetzer, Vice President Communications & Marketing Mercedes-Benz.

By Godfrey Deeny