

STUDENT TALK

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Capital District Revealed

A New Clothing Brand

Capital District
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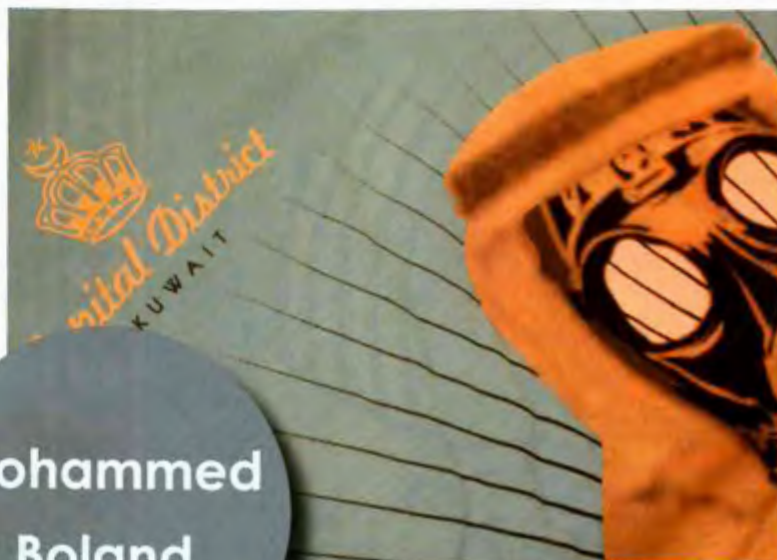
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Capital District clothing

Mohammed Boland and Capital District clothing have kind of come in under the radar for us. Unlike many fresh, start-up ventures Capital District wasn't heralded through a mountain of hype before they'd even done their first business or, as happens all too frequently, before they'd even formulated who they were in their own minds. The result? A great concept, well packaged and well executed. We met Mohammed to find out more.



Mohammed
Boland

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ST: We love what you're doing here with Capital District. Who are you designing the collection for?

MB: I have to be honest and say I'm designing the collection ultimately based around my own tastes and my own style. It's a very urban style, and the great thing is that many other people see they can use Capital District to define their style too.

ST: What's the history of Capital District?

MB: Whilst I was a student at AUK I designed a few t-shirts and took them along to a car-boot sale that the students were putting on. Within the first couple of hours I'd sold everything I had. I followed this with other designs, and people really loved what I was doing. It was fresh, easy, and what people wanted to wear.

ST: And Kuwaiti.

MB: Sure. But Capital District sells equally because of the quality of the products. It has a Kuwaiti identity, but without



the quality people just wouldn't buy it.

ST: Where is the collection produced?

MB: Right now I'm sourcing the collection from the States. I could go to China and cut the price of the products, but the quality would suffer and I'm not willing to let that happen.

ST: Isn't there a manufacturing capability that you could use in Kuwait?

MB: No. Not if I want to maintain the quality. Typically the t-shirts sell for KD12.5. I think people see this as a fair price for a limited-edition shirt of high quality, my buyers seem to agree.

ST: Aside from the quality of the product and the clever designs, we love the attention to detail you've paid to creating the Capital District brand. The logos, the label, the packaging; it's all excellent and makes Capital District very desirable.

MB: Thank you. I have worked hard to achieve the look I wanted. I think it reflects where Capital District is at very well.

ST: We know you are very protective of the brand. You've registered Capital District as an international trademark, but I think this proved a little problematic in Kuwait?

MB: Yes. I use some symbols of Kuwait past and present in my designs. You'll see the original flag of Kuwait, and graphics based on recognisable Kuwaiti symbols. I'm taking these as design-cues to encourage people to remember our heritage and to make it live again in these times. Sometimes though, some people are too narrow-minded to see this, and because they lack confidence in the power and beauty of our heritage they imagine that I am abusing these symbols. The truth is the complete opposite - I am praising them.

ST: So, what's next for you and Capital District?

MB: I'll continue to feed off my inspiration and design what feels right. Still for the local market, but also I'm looking to the urban scenes in Europe and the States. I'm proud of my country, and I'd like to see it reflected well and with great style on the streets of some of the world's greatest cities.

You can see more of Mohammed Boland's Capital District collection at www.capitalcollection.com.kw and on the Capital District Facebook page.

