

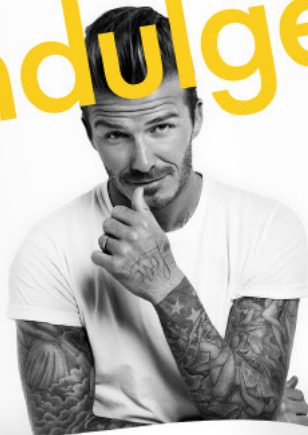
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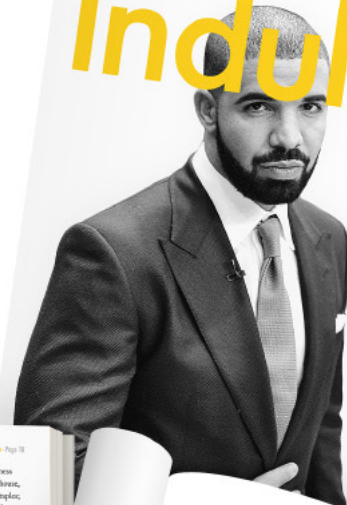
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# Indulge



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# Beckham bends into fashion



LONDON — David Beckham strode into the Kent & Curwen showroom here, just one block from the world's wear mecca of Jermyn Street. He arrived amiably at the small gathering of fashion reporters posed for a picture with Sony Minnie, the Vogue International editor, who would soon pass on Instagram, and briefly rubbed his close-cropped head before announcing that he wanted to make one thing perfectly clear.

*"I am definitely not the designer"*

"I wish that I had the time that David has, and that my wife has, even though she tells me every day that she doesn't have much time. But I don't."

With that, Mr. Keane, an Irish designer who had previously worked at Alexander McQueen, Yves Saint Laurent, Louis Vuitton and Fendi before being

hired a year ago by Mr. Beckham and his new business partners to revitalize the venerable British fashion house, walked about town he planned to update the many regulars, like the cricket sweater, rugby shirt and hunting jacket that went back to the company's founding in 1926.

Hiring Mr. Keane was the first big move that Mr. Beckham — who had collaborated with Behlloff and modeled in his underwear for H&M and Emporio Armani — made after he and his partner, Simon Fisher (the cousin of "American Idol"), agreed a deal with Trinity International Brands, the owner of Kent & Curwen, to take a management role with the brand.

The five-year contract stipulates that Kent & Curwen will be Mr. Beckham's only apparel line and that Beckham would be "directly involved in product development, market expansion, advertising and more aesthetic."

The new collection will be available in November.

By Harold Skaife



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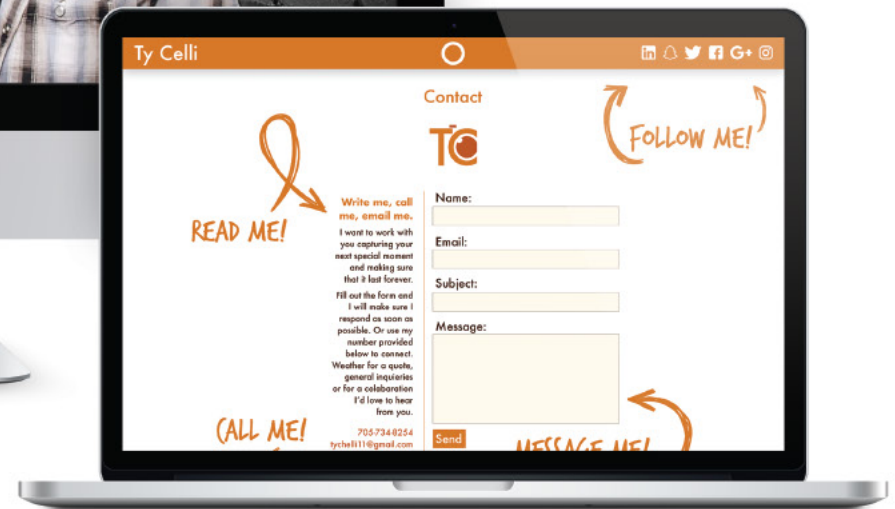
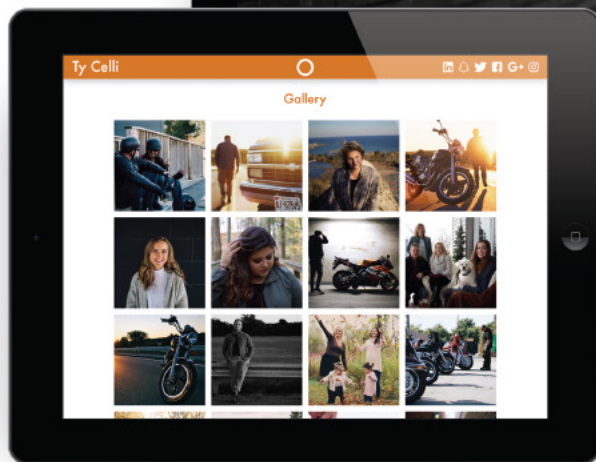
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# 2017

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### Scholarship Show And Open House

Friday April 28 to Wednesday May 17



- Fine Art
- Interior Design
- Graphic Design
- Jewellery & Metals
- Interior Decorating
- Digital Photography
- Art and Design Fundamentals

**Opening Reception:**  
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Helen & Arch Brown Centre for the Visual Arts

**For program or course information please contact:**  
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# 2017

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- Fine Art
- Digital Video
- Interior Design
- Graphic Design
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- Kitchen and Bath Design
- Museum And Gallery Studies
- Art and Design Fundamentals
- Goldsmithing and Silversmithing
- Digital Photography and Imaging

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# 2017

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