

Lewi Brown

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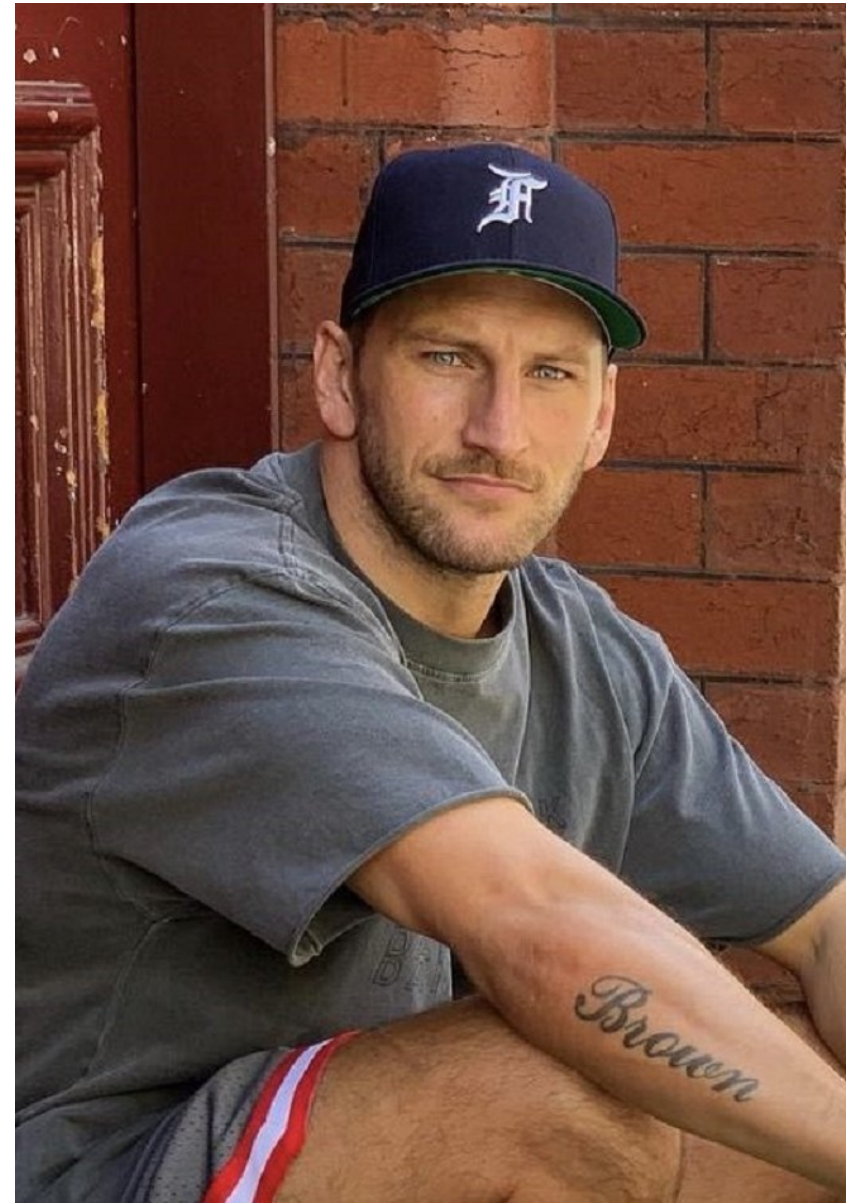
“From Footy to Fashion” is not a headline you see often (if ever) - rugby league and clothing design don't generally go hand-in-hand! But the multi-dimensional Lewi Brown has been equally passionate about - and talented at - both since he was a child. And transition seamlessly he did, from footy to fashion, in 2019.

Christchurch-born Lewis Earl Brown was raised by his mother Trish, who supported his obsession with league, ferrying him to and from practice and games every season, as Lewi attended Papanui High School and played for the Riccarton Knights. He debuted for the Canterbury Bulls in 2005; moving to Sydney in 2007, he was quickly scouted by the Sydney Roosters which kicked off his 12year NRL career, during which he played 199 games for teams including the New Zealand Warriors, Penrith Panthers and Manly Sea Eagles.

His much-lauded NRL career saw him awarded the 2010 NZRL Rookie of Year, and both the 2010 and 2014 Four Nations Award with the New Zealand Kiwis. However with retirement age drawing near, the then-32-year-old wrapped up his stellar league run in 2018.

Fashion was the natural next step for Lewi, who was drawn to bold design and colour in his personal style choices from a young age. He partnered with old friend Josh Heares to bring his creative vision for an innovative new streetwear label to life, launching Earl's collection just seven months later. Earls Collection is a premium streetwear range which blends high-end fabrics with bold design and a striking colour palette. Most poignant about the brand is its name, Earl - both Lewi's and his father Bevan's middle name. Lewi didn't have much contact with his father growing up, and lost him to suicide in 2016. The eponymous label honours Bevan's distinctive personal style - and as Lewi says, he is taking his dad with him on his fashion journey now.

As the Earl's Collection website says; “Many things come to mind when you think of the word Earl: nobility, heritage, esteem, but for Lewi this name was a source of shame and



outspoken

confusion growing up, being relatively old-fashioned and belonging to his absent father. As much a reclamation of his personal identity as the expression of a desire to reshape the perception of modern men's streetwear, Earls grew from the spirit of reinvention. The idea that whether you're born with a label, or given one, you have the power to redefine it. To claim it and make it your own - something you can wear with pride."

Lewi is an extremely competent and experienced MC who works regularly as a live field announcer for Sky Sports, and has spoken at a number of sports and youth-related events. Lewi speaks with great authenticity about his outstanding career; making the transition from a life dominated by rugby to finding new passions; and the topic of men's mental health.