

MISTER FREEDOM



MFSC



MF S/c "SPEED SAFE CLOTHING for MODERN RIDERS"

By Mister Freedom x Sugar Cane Co.

MFSC

In late 2008, as I was driving around and lost my way in a run down neighborhood in Los Angeles, I stopped in front of an old boarded up store. The sidewalk had puddles of dried up oil...past traces of leaking engines. On the store facade, all that was left from the heydays was a crooked rusty tin sign... The brick building seemed to have been abandoned for years. The sign read: "Speed Safe Clothing for Modern Riders"....

Inside were the real gems: stacks of merchandise covered with 40 years of dust and walls filled with old photos retracing five decades of motorcycle riding...

This was the discovery of an incredible story, that of a Southern California family of three brothers: Lino, a local prize fighter and trouble maker, Marlon, an Army trained airplane mechanic turned hill climber and Eddie, the artist with tailoring skills.

All devoted cycle riders, they opened a Los Angeles Club House/garage in the 1920's. It became a spot to hang out if you needed tools or spares for your cycle, or just wanted to cool off and talk .pistons .n broads'.

At the time, motor-cycling was a newborn method of transportation, and riders had to settle for military or workwear clothes and make the best of them. Feeling the need for specific motorcycle riding gear, Eddie started designing and making clothes all the brothers could wear, on and off their bikes. Lino, Marlon and Eddie road tested each and every clothing prototype and modified it until it worked. Due to friend's demand, small production runs were made and sold at the Club House, which turned into a full blown store in the 1930s. It closed its doors in the late 1960s.

For the production, military hardware, close out fabrics and trims were used in the manufacturing. The port of Los Angeles was a busy place and anything was available for those who knew where to look. Lino did. The clothes were purposely designed, sturdy and durable: a riding jacket, work shirt or dungarees had to last you a good chunk of years and help you .keep the rubber down., focused on the road and not your back.

MF x S/c offers a selection of the three Brothers' Favorite gear, as they were found in that abandoned Club House. The exclusive original designs span from the early 1930s to the late 1960's. The quantities are again limited, of course...

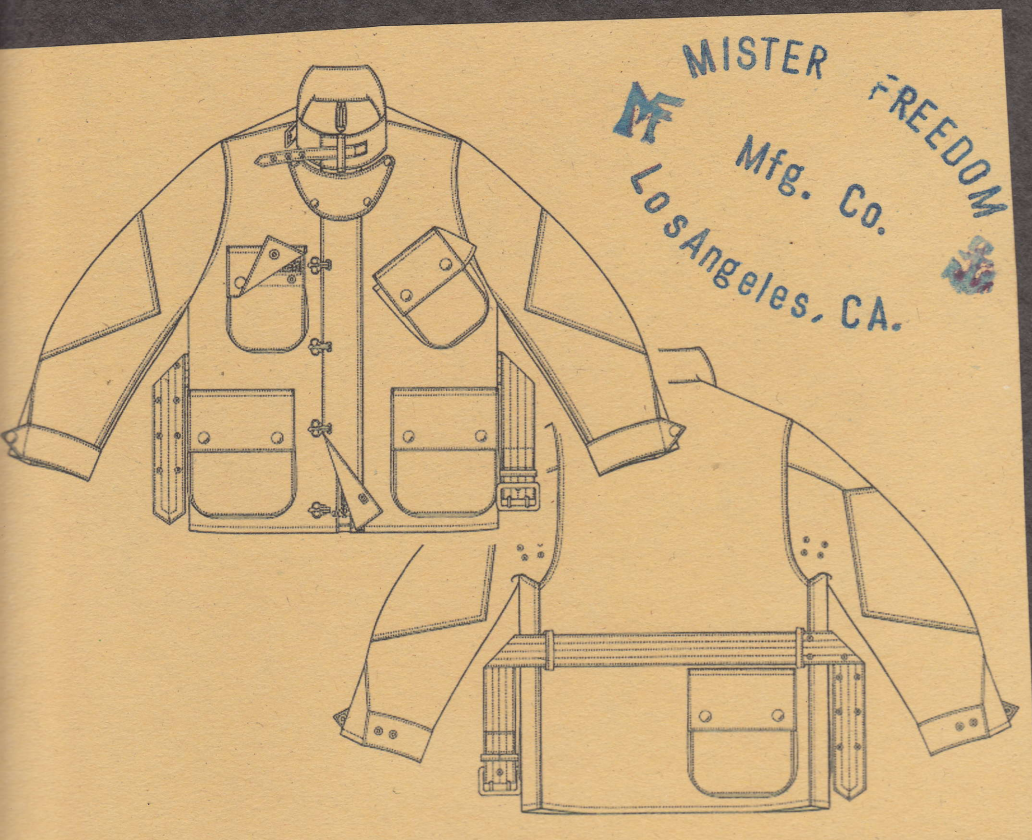
Christophe Loiron, MISTER FREEDOM Owner

15007

MFSK
Spring
2010

M F S C

The "Mulholland
Master" black



Black Jungle Cloth

BLACK ISSUE

BW 1 Cotton Lining



All original MFS/c pattern inspired by
British Motor-cycling & US military coat
Black 100% cotton "gross Grain" original fabric
"Hookless" zip front / leather wind flap
"Fiocchi" Snaps / Snap-on throat latch
Full corduroy body lining & plaid arm lining

BW 2 Cotton
Lining



Brown Jungle Cloth

ORIGINAL ISSUE
MFS/c BROWN

New Old Stock Hardware

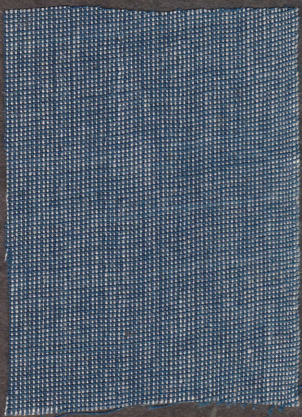
MFSC

MFSC
Spring
2010

the "Union T's"



MISTER FREEDOM
MFG. CO.
Los Angeles, CA



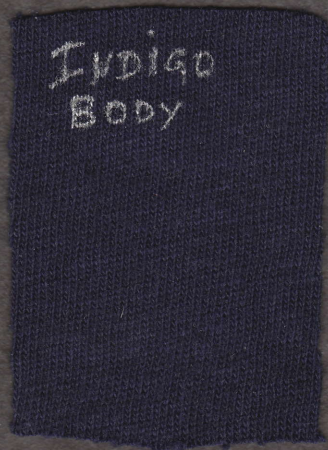
Blue Chambray
placket



Indigo
Popeline
Placket



White
Chambray
Placket



Indigo
Cotton Jersey



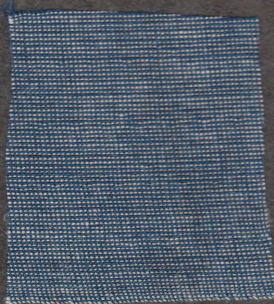
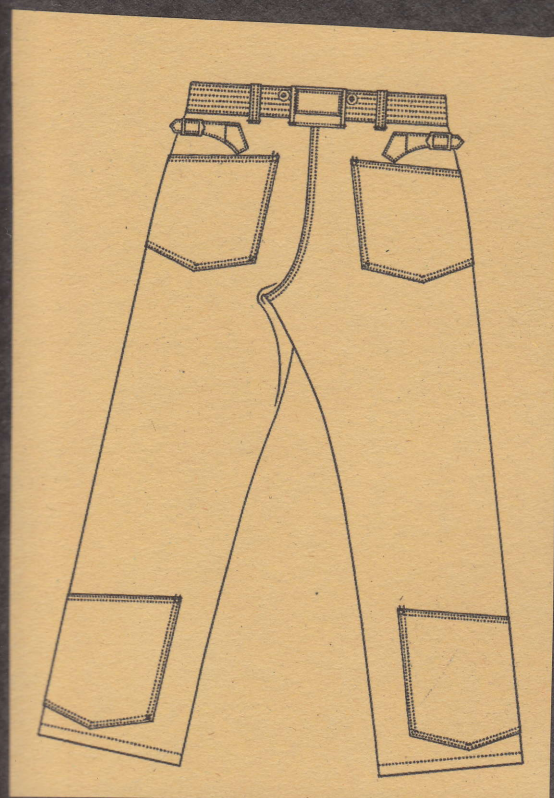
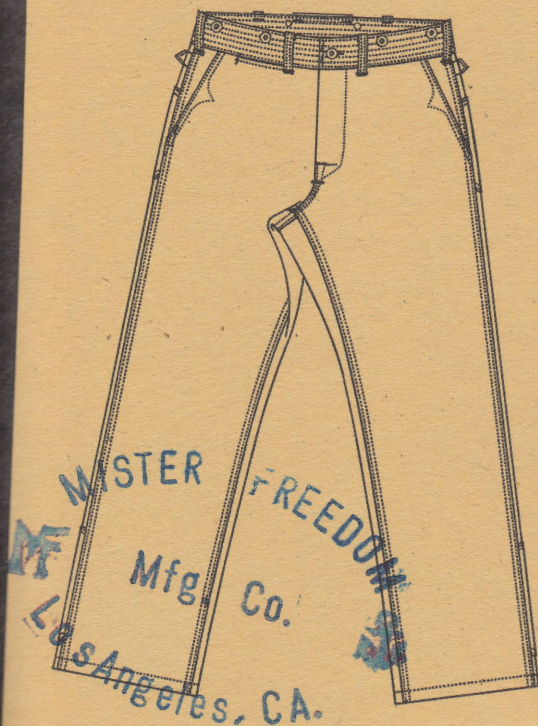
White
Cotton Jersey

All original MFSC pattern
1930's european undershirt henley type
100% cotton mid weight TUBULAR Jersey
Fabric covered buttons/front plackets contrast
Underarm gusset / Half moon neck piecing

MFSC

Mr Sk
Spring
2010

the "Midnight Riders"



"Blue"
Chambray
Pocket facing



RINSED

100% Indigo / Black
Denim twill
ROYAL BLUE SELVEDGE ID

All original MFs/c pattern.
1930's slacks silhouette / Mid rise
Slash pocket front / two back & two ankle pockets
Metal Suspender buttons / Side cinch straps

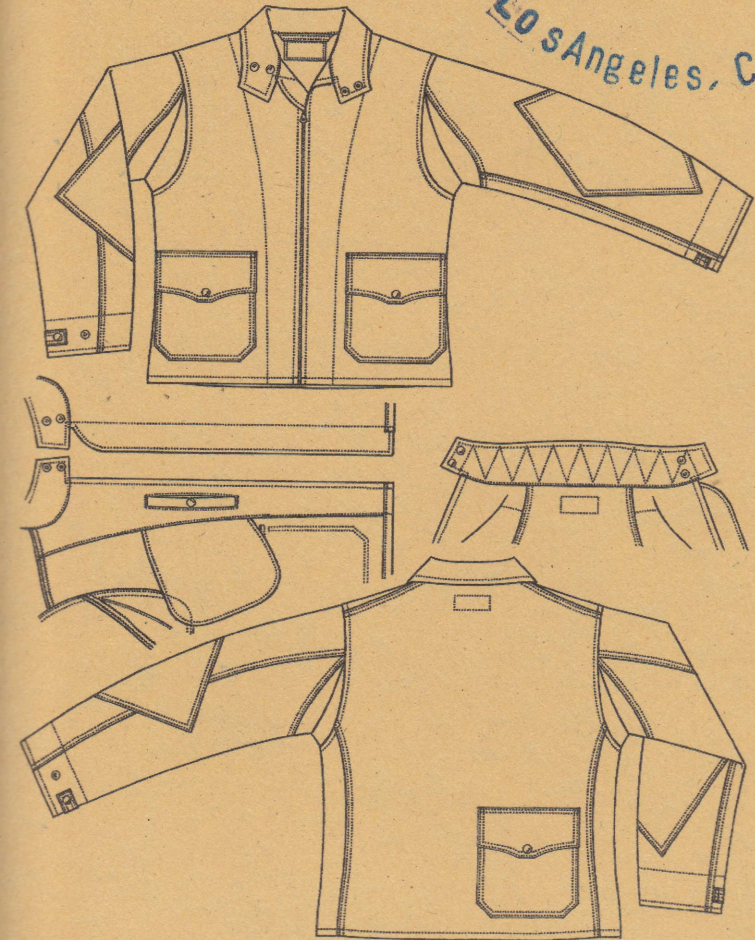
MFSC

Spring
2010

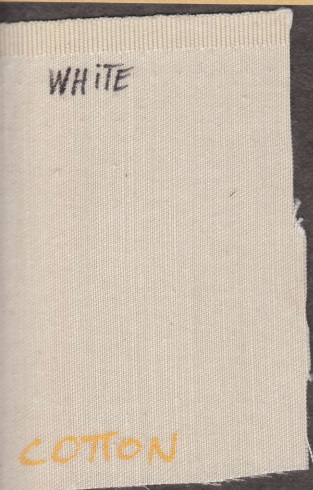
the "Breezer"

MASTER FREEDOM

Los Angeles, CA.



All original MFs/c pattern
1950's Scottish Dragger Silhouette
"Conmatic" Zip Front
"Fiocchi" Snaps
3 patch pockets & 1 concealed chest pocket
Cotton plaid partial lining



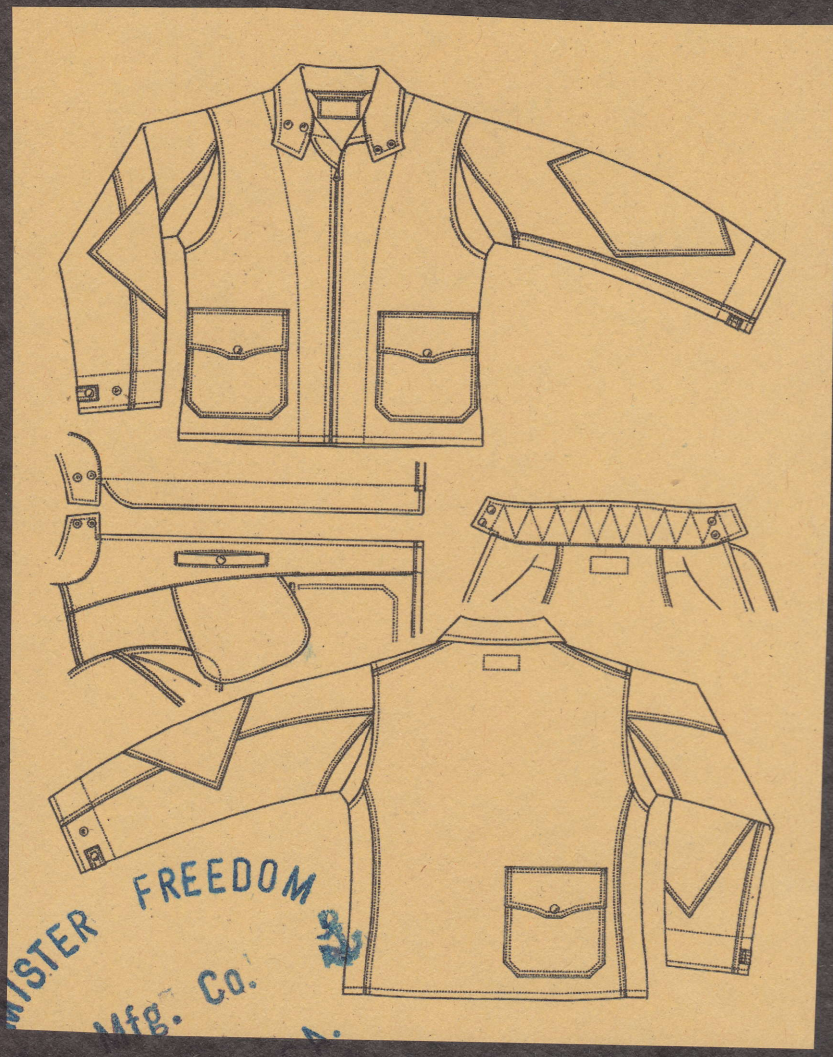
TON FACE / RAYON REVERSE

Mr. Ste
Spring
2010

MFSC

the "Midnight Dragger"

RAW



RINSED

10 oz. Indigo/Black Denim
ROYAL BLUE SELVEDGE 1D

All original MFSC pattern
1950's Scottish Dragger silhouette
"Conmatic" Zip Front
"Fiocchi" Snaps
Three patch pockets & one concealed chest pocket
Cotton plaid partial lining

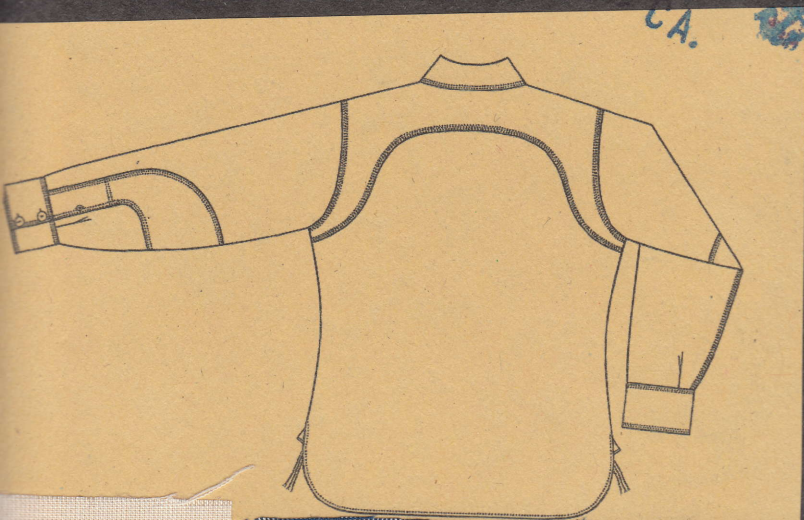
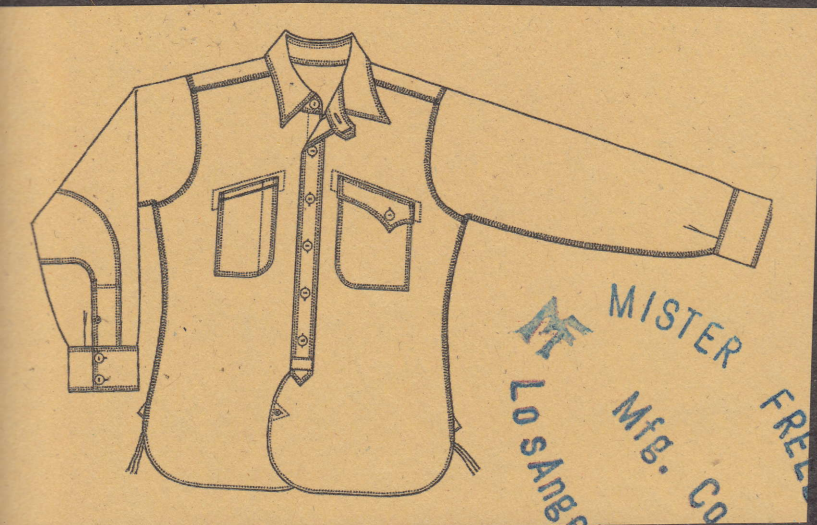
New Old Stock Lining



MFSC

MF SC
Spring
2010

the "Mechanic Chambray"



AP Original MF S/c pattern
Metal painted matching buttons
Single button chin strap
"Betty" flap / Elbow reinforcement
Triple needle Lap Seam Stitching
Indigo popeline collar & button facing



White
Chambray

"Blue"
Chambray

"Black"
Chambray

ROYAL BLUE SELVEDGE 1D

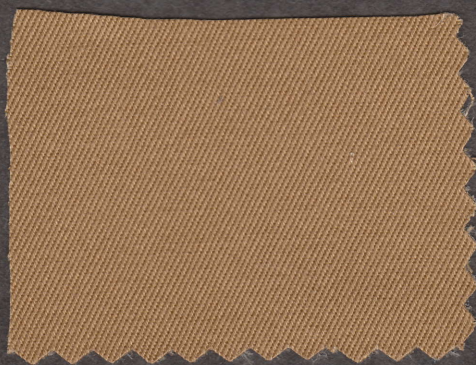
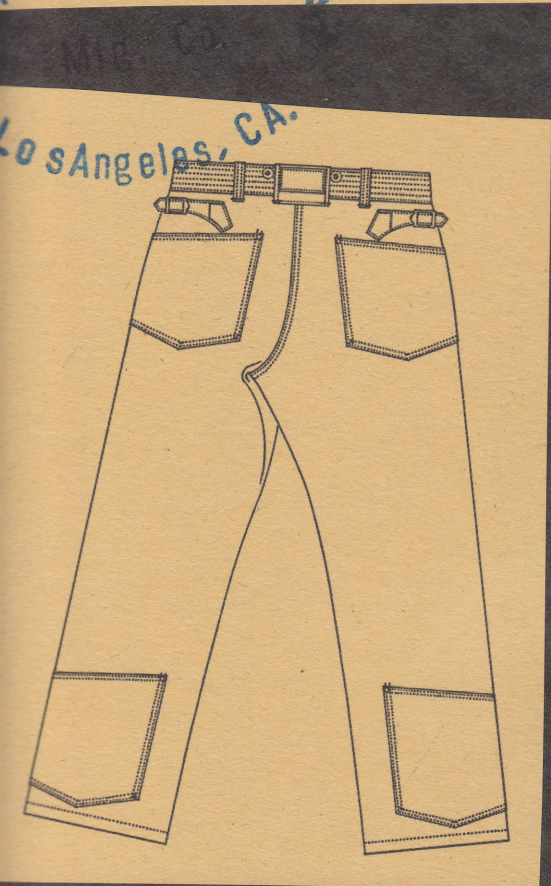
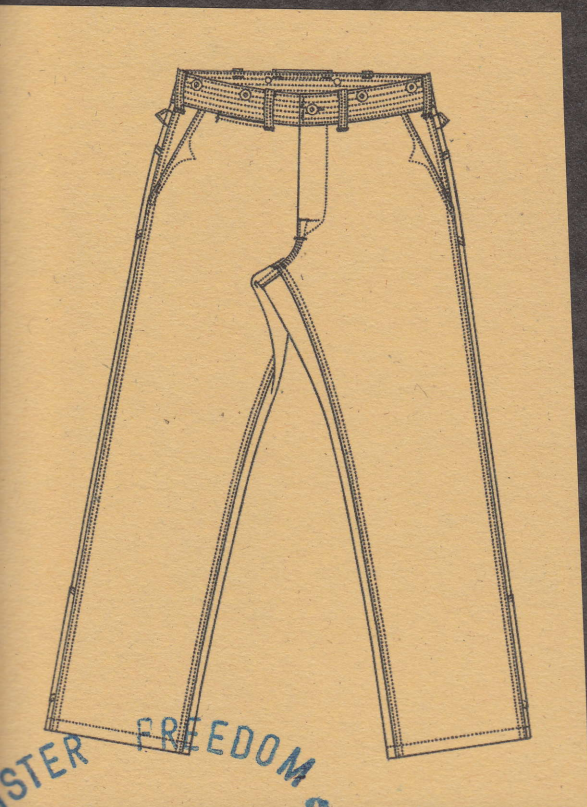
Covert fabric

ORIGINAL ISSUE
INDIGO COVERT

MFSC

Spring
2010

the "Chino Riders"



USAF specs chino
twill "sand"



100% cotton pocket
ticking Facing

AP original MFSC pattern
1930's slacks silhouette / Mid rise
Slash pocket front / Two Back pockets & two Ankle pockets
Metal Suspenders buttons / Side Cinch Straps