



THIS PAGE: ASOS DESIGN OVERSIZED POSTCARD PRINT SHIRT £25; ASOS DESIGN LONGLINE LONG-SLEEVE T-SHIRT £10; EAK STUD (Elliott's own)

OPPOSITE: ASOS KNITTED POLO IN TAN AND NAVY £25; ASOS DESIGN T-SHIRT (see above); ASOS TAILORING STRAIGHT-FIT WORK PANT CHINO £45

ELLIOTT JAY BROWN

THE SKATER-TURNED-MODEL ON BEING COMFORTABLE IN HIS OWN SKIN, BUILDING COOL LINKS AND SHAKING HANDS WITH KANYE

Describe your style 'Lazy – wake up in the morning, grab what I see. My whole thing is skateboarding, urban, and my main priority is comfort. If I feel like I wanna be a bit flashy, then maybe colours.'

The piece you buy on repeat 'Hoodies. I have five from Sex Skateboards. When I get something new, I wear it most days, but then I'll always get tired of it, so it's a constant cycle.'

But you actually skate, right? 'I spend most of my time at Cantelowes [skatepark] in Camden and I put videos up [on Instagram] to show what we get up to, to try to make people wanna skate as well. I never thought I could go from being so bad to so good. Anything you stick at, you'll get good at.'

What's your favourite trick? 'A disaster. It's on a ramp – you come up, turn 180, land on the top and go back in.'

Tips for aspiring skaters 'Don't give up and a helmet is necessary. The only thing about skating that scares me is hitting your head.'

How do you like to dress when skating? 'I prefer baggier clothes and wear cargos

and Dickies because they don't rip. Shoes usually last me less than a month because they get holes in them. Converse One Star [is] the most durable. Antihero is my favourite skate brand.'

Would you ever launch your own brand? 'I want to but don't want to rush it. It has to be right. Laigon Life [in my Instagram bio] is my mate's brand – I rep it.'

What do you think of skater style? 'Fashion, music, everything's focussed on skating right now. I used to love that stuff people wear but I dislike it now because [it's become fashion]. People try too hard, so they end up wearing clothes you wouldn't wear if you were actually skating. But even if people do get into it for those reasons, I guess it's building the sport.'

Are you into jewellery? 'I've got a slim silver chain with a little axe pendant on it. My mate's got this axe in his house and we decided to make a thing of it so we all have them. My mum bought me [a stud] for Christmas so I wear it.'

Your freckles are amazing 'I started to get them out of nowhere aged two or three. No one really has freckles in my family except for me and my little brother, who looks identical to me. When I was younger, kids would look at me weird but I got over it pretty early.'

Your hair was dyed green for your i-D cover shoot with Adwoa Aboah and Slick Woods. Would you do it again? 'No – it hurt too much! They shaved my hair first then put dye straight on. It felt like it was seeping through into cuts. Everyone was telling me to keep it, but I had another shoot straight after so I wasn't allowed.'

What's your natural hair colour? 'It's red. My close friends teased me a little when I was younger as a joke, so no actual feelings there. Nowadays it's not a bad thing.'

Are you as open and outspoken as your i-D cover co-stars? 'I'm more on the quiet side to be honest, but I like to express my shit through music.'

So when you're not modelling or skating, you... 'Make music. I make beats for my mates as a lot of them rap. Hip hop mostly but anything – house, grime, garage. I used to DJ and throw parties with mates when I was 16. I listen to a lot of my mate Slowthai's stuff. Trippie Redd and Smokepurpp are my favourite US artists.'

How do you handle negative comments? 'There's no reason to react to it. I did an adidas shoot that was posted on Instagram and there were loads of [comments] like, "Why is this guy doing this shoot?" I found it funny how angry it made people.'

Are masculine ideals in fashion changing? 'When I first started shoots, I'd see tall hench models. Everyone looked the same and there's me looking tiny. I'm 5'10 and it's like, "Oh shit, I'm not going to get this job." But then I'll get chosen for stuff and it's like, "OK, it's not about your build."

What's been your career highlight so far? 'Getting to take my little brother to LA for a Yeezy job. That was the first time we both went and it felt sick to go there with him. I went out there for a second time and actually got to meet [Kanye]. I shook his hand and you could see he was so in his head.'

What does summer 2018 mean for you? 'My goal is to carry on meeting new people and building music links. Go to LA or San Francisco. I might go to Boomtown [festival] – my mate Black Josh is performing.'

When do you feel most unstoppable? 'When I'm skating, 100%. If it's not wet outside and I'm not busy then I'll be skating. If something's happened or playing on my mind, I'll go skate and I'll be able to forget about it or think about it more clearly.'

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THIS PAGE: ASOS DESIGN WHITE PULLOVER WITH BLUE TAPING (coming soon); RECLAIMED VINTAGE REVIVED WINDBREAKER WITH BACK PRINT £45; ASOS SKINNY CROP TROUSERS IN GREY CHECK £30; ASOS SPORTS SOCKS IN BLACK BASE (5 Pack) £10; ADIDAS TWINSTRIKE TRAINERS [from ASOS Looped] OPPOSITE: WOOD WOOD BRANDON SHIRT WITH ALL OVER SOMEBODY PRINT £100; POLO RALPH LAUREN SLIM-FIT STRIPED SMART SHIRT £95; ASOS DESIGN CREW-NECK T-SHIRT £6; ICON BRAND SILVER CHAIN NECKLACE £13

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