

ALICE AICHBERGER

SENIOR PREMIUM WOMENSWEAR BUYER, PEEK & CLOPPENBURG,
DÜSSELDORF, GERMANY

The coat is back – either with trench details or a wide collar: a touch of 70s style. In terms of colors and patterns, we will see a lot of checks and shades of camel. Instagram is a great source of inspiration for what's up next. Of course, I follow bloggers like Leandra Medine, Chiara Ferragni and Pernille Teisbaek, but also many brands, for example **J.Crew**, **Tory Burch** and **Anya Hindmarch** to get some new input. We attend different shows during Berlin Fashion Week, but mostly we have business appointments along with the fashion fairs and try to detect new brands and trends.

**NIELS RADTKE AND AUDE GRIBOMONT**

HUNTING AND COLLECTING,
BRUSSELS, BELGIUM



The mixed/collage/oversized style of **Vêtements** will bleed over more than one collection, so some R'n'B-singers-gone-artistic-directors will benefit from it! Besides, I've seen lots of beige and khaki. Events are often great showcases of what is trending right now and sometimes the crowd is more interesting than the show, but that is where the issue starts, right?! In the showrooms we interact with the product directly, but the media definitely have an effect on our buying as they give the product a social and cultural context. Online media also offer comment sections, which are sometimes very interesting as you get first hand reactions from people all over the world. The combination of both – the real experience of the product and how it is perceived and mediated – is the optimal amount of information.

ALEN ENUMBA

SENIOR BUYER, AU PONT ROUGE,
ST. PETERSBURG, RUSSIA

Colors are the best thing about Pre-Fall and A/W 2016, especially Camel, Oxblood and Deep Chocolate. I also predict great success for the flattering soft, drop-shoulder silhouette, particularly in St. Petersburg and Russia as a whole. Fashion events are extremely important, as they convey the zeitgeist that no photograph can really show. At Paris Fashion Week, I particularly enjoyed the **GR8** party and **Ulyana Sergeenko** show. As for the media, I read content to grasp an overall spirit of the time, rather than particular trends.

