

BUSINESS TALK



HERNO X PIERRE-LOUIS MASCIA COLORFUL CAPSULE

A new co-branding project has been launched by **Herno**, the Italian luxury sportswear brand, and fashion illustrator and graphic designer **Pierre-Louis Mascia**. The capsule A/W 2016 collection of 15 menswear and 15 womenswear items merges Herno's mastery of outerwear tailoring and Mascia's visionary aesthetics. Patchworks of antique tartan patterns, camouflage and pajama stripes, ancient carpets and mandalas are paired with windproof and rainproof materials to create perfectly fitting padded tops, military-inspired jackets and reversible coats. www.herno.it

SHOW TOWN • EASTIME BEIJING TRADE SHOW

In March, China will see the launch of a new fashion trade event. **Show Town • Eastime** showroom is a wholesale platform presenting over 70 international and domestic apparel and lifestyle brands during the Mercedes-Benz China International Fashion Week in D'Park, Beijing Fashion Design Plaza. The event is organized by the Beijing Yongjing Investment Company, which runs the distribution of several global brands, such as **Badgley Mischka** and **Agatha Paris**, and owns numerous multi-brand stores across the country.



LA MARTINA X TIMOTHY EVEREST CLASSIC COOL

When the founder of **La Martina**, Lando Simonetti, decided to create a tailored collection with a British twist, he teamed up with bespoke tailor **Timothy Everest**. The collaboration launched at Pitti Uomo in January 2016. Everest, born in Wales in 1961, started his tailoring career assisting Savile Row's Tommy Nutter, who famously dressed The Beatles and The Rolling Stones, and went on to create outfits for Hollywood stars in films such as 'Mission Impossible', 'Eyes Wide Shut' and 'Mamma Mia', to name but a few. www.lamartina.com

SIWY SEAMLESS EXPERIENCE

In the upcoming season, LA-based denim company **Siwy** introduces a range of new slim silhouettes focused on freedom of movement and functionality. One of the key styles of the A/W 2016 range is 'Felicity', a jean without side seams that truly feels like a second skin. Buttery-soft, it allows for 360° flexibility while donning a polished, chic and refined look. Other new additions include a cropped wide-leg pant, 'Catherine', that takes the relaxed, lounge-y feel one step further. www.siwydenim.com



NOBIS EMBRACING THE ELEMENTS

Luxury Canadian outerwear brand **nobis** celebrated the launch of their 10th Anniversary Collection during Pitti Uomo. The trademark marriage of fashion and function, typical of the brand that creates outfits for the ever-changing global winters, came to life through a multitude of sensory outlets. The visitors were invited to 'embrace the elements' through video, audio installations and tactile experiences, highlighting, once again, nobis' position at the forefront of technology, innovation and creativity. www.nobis.ca

BUTTS AND SHOULDERS SLOW FASHION

Dutch label **Butts and Shoulders**, named after the best parts of the leather hide, was launched two years ago and creates unique products made of natural tanned leather, such as travel bags, aprons and phone cases. Their 'Butts and Shoulders' boots, handcrafted with a classic and durable construction method known as the 'Goodyear Welted', are produced in Portugal without any use of chemicals. Each pair has a number: the first production run is limited to 100 pairs only. www.buttsandshoulders.com