



## ROY ROGER'S X SCOTT SCHUMAN

70s VIBE

**Scott Schuman**, the iconic street style photographer better known as **The Sartorialist**, and the Italian label **Roy Roger's** have teamed up to produce collaborative collections for A/W 2016-17 and S/S 2017. Their first capsule includes high-waisted jeans, shirts, shrunken knits and outerwear pieces in cashmere and suede. The spirit of the seventies shines through in the collars, flared legs and color patterns, but the slim, streamlined silhouettes are undeniably modern.

[www.royrogers.it](http://www.royrogers.it)

## TOMMY HILFIGER

BY GIGI HADID

Supermodel and influencer Gigi Hadid will launch her first capsule collection – including apparel, footwear, accessories and fragrance – in collaboration with **Tommy Hilfiger**. The line will celebrate “the iconic Tommy lifestyle,” as the model, who has been a fan of the brand her entire life, puts it. She promises to throw together hippie chic, sporty streetwear and tomboyish aesthetics. Hilfiger refers to Hadid as “the definition of ‘Tommy Girl’ – confident, effortless and cool.” The collection will hit stores globally in autumn 2016, with exclusive launch events in key markets.

[www.tommy.com](http://www.tommy.com)

## JASON ASHLEY

BOWTIES FOR JETSETTERS

Los Angeles-based luxury lifestyle brand **JASON ASHLEY** is inspired by the world of travel and leisure. The first collection, presented at **WeAr Select** in London in January, consists of timeless neck- and bow ties for the jet-setting man and woman. All pieces are constructed by fine artisanal craftsmen in Italy and the US and made of superior durable materials like black satin silk. Designer Jason Ashley has been working in the fashion industry since 1997, designing premium fashion collections for **7 for All Mankind**, **Joe's Jeans** and **J.LO**.

[www.jason-ashley.com](http://www.jason-ashley.com)

## CHRISTOPHER SHANNON

NORTH QUARTER LAUNCH

The sought-after British designer **Christopher Shannon**, praised for his contemporary streetwear-inspired collections and his versatility (he was one of the three designers to create the costumes for dancers in the 2012 Olympics Ceremony), has launched a new tech-driven sportswear project: **North Quarter**. The 50-piece collection of jackets, knits, sweats, overshirts and jog pants, featuring bonded cottons, neoprene and soft-shell constructions, debuts in A/W 2016 and will be distributed by London-based **Zone Two** showroom, which also carries labels such as **Eastpak**, **Scotch & Soda** and **Samsøe & Samsøe**.

[www.northquarterclothing.com](http://www.northquarterclothing.com)

## PARIS FASHION WEEK

FEWER JAPANESE BUYERS

Following the attacks in November 2015, Paris fashion week has seen a significant fall in the number of Japanese buyers attending trade shows and showrooms. Some leading retailers, such as **BEAMS** and **Abahouse International**, chose not to send their buying teams to Paris, focusing instead on their respective in-house collections and on labels that could be viewed and purchased elsewhere. It is not yet clear what this shift will mean for the global geography of fashion events. WeAr will monitor the situation and provide an update in the next issue.

## BIRKENSTOCK

NEW STYLE RANGE

**Birkenstock**, renowned for its open shoes, has expanded its offering with 430 new models – including ankle boots and brogues – while keeping its cork and latex footbed. Now one can enjoy the comfort of Birkenstock even in snowy weather. Fine leathers are combined with high-quality textile uppers, and the EVA non-slip soles offer the best grip in icy conditions. For fans of the original Birkenstock design, the iconic sandal has been cleverly reinvented as a winter boot. The collection has enjoyed tremendous success with international buyers at the GDS and MICAM trade shows.

[www.birkenstockusa.com](http://www.birkenstockusa.com)