



Joseph Abboud



Gucci



Bottega Veneta

Gucci mixed high-class tailoring with hippie motifs, which resulted in colorful silks, velvets and brocades with an overload of decoration. Velvet sweat suits with flared 70s-style pants were adorned with flower-power embroidery.

The 70s theme continued at **Dries van Noten**. His collaboration with graphic artist **Wes Wilson** resulted in psychedelic swirling patterns on shirts and pants combined with long velvet 'bathrobe' coats. **Saint Laurent** celebrated the 50th anniversary of their 'Rive Gauche' collection with Parisian avant-garde, Oscar Wilde and Los Angeles grunge and rock 'n' roll references. Velvets and brocades were complemented by jabots, fedoras and romantic embroideries.

Balmain, too, played with contrasts, mixing up French Rococo, militarism, punk and Scottish Highlands. Drop-crotch velour pants were paired with padded leather

jackets, and graphic black-and-white checks were combined with golden military piping, embroidery and insignia. Pièce de résistance: the tight-fitting suit with a high waistband, worn with a coat with silk lapels, all in dark-blue velvet. More languid velvet suits with longer jackets were seen at **Bottega Veneta**, where genderless styles came in olive, turquoise and purple.

Decadence with a dose of practicality was shown at **Todd Snyder**: velvet dinner jackets came on top of woolen crewnecks and turtlenecks, rather than crisp shirts with bow ties. **Joseph Abboud** took a similar no-nonsense approach and used washed velvet alongside distressed wools in tailored sports coats: unexpectedly, this material, traditionally associated with high life, has shown a sensible, casual side. Now that it's proved its versatility, chances are that velvet for men is here to stay.