

MENSWEAR LABELS TO WATCH



MUNSOO KWON

Korean designer **Munsoo Kwon** studied in San Francisco and cut his teeth working in New York for high-end brands, such as **Helmut Lang**, **Thom Browne** and **Yigal Azrouël**, before launching his eponymous label in 2011. His collections are built around neatly tailored modern silhouettes that are practical yet unique. Great fits and distinctive detailing constitute Kwon's main focus and interest. For example, instead of logos, the designer uses his signature split-open details on the back and unique pockets on shirts to create a coherent and recognizable brand message. Kwon's Autumn/Winter 2016 collection was inspired by the renaissance of K-Pop and presented a distinctly Korean look. His signature palette relies heavily on the use of tone-on-tone; however, lately he has been experimenting with contrasting colors. Munsoo Kwon is currently stocked in Asia at **Hypebeast Store**, **Twist** and **Spring Gem** and in Canada at **J2 Clothing**. www.munsookwon.com



COTTWEILER

A nominee for both LVMH and Woolmark 2016 prizes, concept-led British brand **Cottweiler** is the talk of the town this year. Ben Cottrell and Matt Dainty design unabashedly contemporary collections, drawing inspiration from sports and youth subcultures. Their penchant for clean lines and utilitarian, street-smart aesthetics has been appreciated by fellow creatives, such as musicians Skepta and FKA Twigs (the latter performed live at one of their presentations), and some of the world's most forward-thinking stores, including **Joyce**, **Opening Ceremony**, **Nordstrom**, **Slam Jam** and many others. In addition to seasonal collections, Cottweiler produce films and installations that have been shown at the Institute of Contemporary Arts (London) and the Haus der Kunst (Munich). The A/W 2016 collection is based on the concept of a 'post-digital agricultural society' of the near future and features a mix of high-tech and organic fabrics, all while further exploring the creative potential of sportswear. www.cottweiler.com



BRAND WHO

Founded in 2012 in Istanbul, **Brand Who** is inspired by the metropolis and its ever-changing mood. Urban, modern and easy-to-wear styles are made for the confident customer who is sensitive to his surroundings and sees clothing as a means of communication. Each collection offers numerous casual staples: a variety of T-shirts, sweatshirts, knits, anoraks and slouchy, relaxed denims. Striking geometrical prints also make an appearance, adding a dash of cool. The brand benefits from some of the best production facilities in Turkey and offers highly competitive price points: printed T-shirts wholesale at 17–20 EUR, knitwear at 37–50 EUR, jeans at 45–55 EUR, outerwear at 110–150 EUR. Brand Who already retails in over 50 stores across Turkey, Lebanon, Cyprus and Greece. From SS17 it is planning international expansion, presenting its collections in Paris. www.brandwho.com