

BUSINESS TALK



Mustang



Denham



Window Mannequins

MUSTANG BEING FLEXIBLE

Living up to its title, 'Be flexible!', **Mustang**'s A/W 2016 collection features supremely comfortable denim with 60–80% elastic content, which can be washed at up to 60 degrees without any risk of shrinkage. The flexibility can be enjoyed not just by the end consumer, but also by retail partners of Mustang: the brand pre-produces unprocessed jeans and lets buyers decide which wash should be used in the very last stages before delivery.

www.mustang.de

DENHAM RETAIL EXPANSION

Following the earlier launch of **Denham**'s Yokohama store, June will see the openings of flagships in historical buildings in Hamburg and Utrecht. In July, an Amsterdam opening will follow. To complement Denham's collections, the stores will stock clothing and footwear from the likes of **Converse**, **Diadora**, **The Last Conspiracy**, etc. The exterior of the Utrecht store is particularly stunning, with 19th-century sculptures on the façade. The interiors have been designed by Denham's team and feature custom-made furniture, scissor brackets, mannequins on wooden pedestals and vintage Russian lamps.

www.denhamthejeanmaker.com

WINDOW MANNEQUINS CHANGING FACES

Leading French mannequin producer **Window Mannequins** is announcing a new take on the traditional realistic mannequin with its 'Absolute Chameleon Collection 81'. It enables the user to change features and make-up and therefore create over 70,000 variations of styles with just one dummy, facilitating adaptation to new decorations, seasons and trends. It only takes one click to make an abstract mannequin out of a realistic one; the 'Online Make-up Mixer' enables experiments with different colors of the skin, eyes and lips. The mannequin is available in male and female versions.

window-mannequins.com

CPM ROUBLE ADVANTAGE

The last edition of **Collection Première Moscow** (CPM) trade show saw a paradigm shift in buyers' attitudes towards local designers: Russian brands enjoyed more attention than ever. This was partly due to CPM introducing 'Designer Pool' and 'Handmade in Russia', two projects that promote up-and-coming local talents. Pricing was another important factor: priced in Russian roubles, local labels had a strong competitive advantage over international participants of the trade show whose USD and EUR price tags are becoming increasingly unattainable for Russian customers due to the weak rouble.

www.cpm-moscow.com

KAUFHOF LAUNCH OF OUTLETS

Hudson's Bay Company, owners of **Kaufhof**, will open the first five **Saks OFF 5th** outlets in Germany in Spring 2017 in prime locations in city centers. The company envisages growing the number of outlets to 40 different locations in the coming years, opening between five and seven new stores per annum. Kaufhof is also modernizing its key branches, such as Düsseldorf, the first **GALE-RIA Kaufhof** Branch, Berlin Alexanderplatz and Frankfurt Hauptwache stores.

www.galeria-kaufhof.de

REPLAY THERMO+ JEANS

In response to the increasingly unpredictable weather, **Replay** has launched a thermo-regulating jeans line, 'Thermo+', made of cotton and Thermocool fiber. In low temperatures, this innovative material keeps the natural heat of the body buffered in order to increase the internal temperature. The result: the jeans feel up to 20% warmer than regular denim. The line includes 6 styles and 3 washes for men and 3 styles and 3 washes for women, all in red cast denim with aged brushing and micro-abrasions on pocket openings and hems.

www.replayjeans.com