



Antonelli Firenze



KaDeWe



Woolrich

ANTONELLI FIRENZE INTERNATIONAL EXPANSION

Italian brand **Antonelli Firenze**, produced by the family concern Gossip in Castelfiorentino near Florence, is widening the international distribution of their womenswear collections. A five-year agreement has been signed with the Korean group Parco International for the opening of seven mono-brand shop-in-shops in the country's most important department stores. With a forecasted turnover of 12,000,000 EUR in 2016, the brand is already present in 500 multi-label stores worldwide and is going to enter the Japanese market soon.

www.antonellifirenze.com

KADEWE A REM KOOLHAAS MAKEOVER

German department store **KaDeWe** is getting an overhaul that is worth 180 million EUR. The star architect Rem Koolhaas has been entrusted with the task of creating a relaxing oasis for shoppers, with a glazed rooftop extension and courtyard area for outdoor events. Furthermore, the store will be segregated into four distinct segments, each with its own entrance, sculptural staircases and circulation space, aimed at four different consumer target groups.

www.kadewe.de

WOOLRICH SEA BREEZE

For Pre-Spring 2017, **Woolrich** explores the marine theme, reflecting the charm of the Hamptons. The menswear line is focused on performance: light and easily foldable outerwear features reflective tonal details or soft shells resisting up to 10,000 columns of water. Both men's and women's collections include the 'Arctic Parka' and the 'Sundance Jacket'. For women, the palette is made up of White, Red, Blue, Mélange and Ice, with materials such as cotton and wool blended in with a nylon thread. For men, colors are Navy Blue, Intense Gray, Blue and Ecru.

www.woolrich.eu

BIRKENSTOCK NEW SOLE, UPSCALE MATERIALS

This summer, **Birkenstock**'s famous footbed meets urban lifestyle. The iconic sandal has picked up the neon trend and is available with asymmetrical straps. The extended 'Black and White' line now features luxurious leathers and croco-dile embossing, making the sneaker fit for a night out. The newly developed flexible Lightweight sole is integrated into the 'Manitoba' sneaker for women and into the 'Tennessee', a fast-drying boat shoe, and is also available in different colors and styles for men.

www.birkenstock.com

MUNICH FABRIC START NEW TECH AREA

Bi-annual trade show **Munich Fabric Start** is enhancing its forthcoming shows by placing an emphasis on the hi-tech revolution in textiles. In late August, for its A/W 2017-18 edition, the show will present a new area: The Key House. It will give visitors direct access to the latest technological developments in fibers, fabrics, sustainable finishing, performance and communication. The area is a brainchild of denim and fabric insider Panos Sofianos who has recently joined the trade show's team.

www.munichfabricstart.com

EARNEST SEWN NEW YORK COOL

The iconic denim label has a new Creative Director, Joseph Keefer, who currently also runs, together with Samantha McElrath, the edgy up-and-coming brand **GHSTS** and formerly was an assistant designer to **Robert Geller**, the master of cool minimalism with an avant-garde twist. Keefer's first collection, Pre-Spring 2017, is titled 'The Way It Was' and examines the origins of **Ernest Sewn** and New York, the brand's home.

www.earnestsewn.com