



ROOY



President's



ANATOMIC &amp; CO.

**ROOY, INC.**

## CROWDFUNDED SHOE STORE

**ROOY, Inc.**, a US-based crowdsourced footwear platform that works with emerging designers to help launch their collections, opened its first retail store in Shibuya, Tokyo in March 2016, just two years after it was founded. Located in the famous shopping center, Parco Shibuya, the store features ROOY's Season 1 brands and celebrates its grassroots nature. The opening itself was a result of 'Booster by Parco Campaign', which exceeded its goal by 383%, raising 3,834,500 JPY (approx. 29,984 EUR).

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

**PRESIDENT'S**

## SARTORIAL STREETWEAR

Founded in Florence back in 1957, **President's** received a contemporary overhaul when creative director Guido Biondi brought the brand name back to the market in 2010. Italian sartorial traditions meet streetwear and urban cool in the brand's collections, designed for a contemporary gentleman and crafted in Tuscany. This season's collection is inspired by prewar adventure and exploration and features semi-sartorial jackets, sleek knitwear in cashmere and silk, as well as simple but refined T-shirts.

[www.presidents7bell.com](http://www.presidents7bell.com)

**ANATOMIC & CO.**

## THE SOCIABLE SHOE

Brazilian footwear brand **Anatomic & Co**, sold in 70 countries, and cross-discipline creative consultancy **DH Ready** are launching 'In Good Company', a shoe that will disconnect wearers from digital distractions. Co-designed with computer scientists at University College London, it offers wearers an opportunity to manage and block notifications on their mobile devices when they are in the company of friends and family. Duane Holland, DH READY's Founder, says the shoe belongs to "a new sub-category of 'well-being wearables'". The project will be launched via the crowdfunding platform Kickstarter.

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

**JUVIA**

## ACTIVEWEAR AND MORE

The S/S 2017 at **Juvia** is looking exciting, elegant and effortless as ever. The brand, renowned for its stylish loungewear, has launched a small range of sportswear with prints. Other new products include slightly more dressed-up options: chinos, batiste blouses, tunics, a casual blazer, and a wealth of accessories – light, printed shawls & scarfs, printed canvas bags and small but functional make-up bags.

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

**HEINZ BAUER MANUFAKT**

## SUMMER LEATHERS

True to the Swabian manufacturing traditions, **Heinz Bauer Manufakt** remains a perfectionist. For S/S 17, the label is exploring the potential of 'chiseled in marble' leather. The highlights of the collection are 'Monoposto', an extremely lightweight men's gilet – this season it is rendered in Bordeaux, Cognac, Nautical Blue and Nude; 'Le Mans', a men's blouson with chic tone-on-tone leather patches; 'Fire Fox', a womenswear biker jacket; and 'Lord Nelson', a field jacket inspired by colonial style.

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

**ROBIN'S JEAN**

## BREUNINGER PARTNERSHIP

**Robin's Jean**, the American denim brand favored by celebrities for its biker-chic aesthetic, innovative washes and signature studded pockets, has announced a partnership with German upmarket department store group **Breuninger**. From A/W 2016, a new group of wash called '4D group' will be available to the store's online customers; Breuninger has exclusive distribution for Germany on this product group.

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