



Blauer

BLAUER EYEWEAR AND LEATHERS

Blauer, part of **FGF Industry Group**, has presented its first eyewear collection, comprising spectacles and sunglasses for men and women. Stylistically, it resonates with clothing collections by Blauer USA: essential, utilitarian, solid design with vintage references. The collection is distributed by the Italian company HAD (Have A Dream) S.r.L. As for Blauer's S/S 2017 clothing collection, it includes a limited, numbered edition of iconic leather jackets launched to celebrate the brand's 80th anniversary, and a line made of technical fabrics reflecting the brand's urban police spirit.

www.blauer.it



Tommy Hilfiger

TOMMY HILFIGER SPONSORS 'EXHIBITIONISM'

'Exhibitionism' is the first international exhibition about The Rolling Stones. Now open at the Saatchi Gallery in London, it will run until September 2016 before heading on a global tour. As the exhibition's official apparel sponsor, **Tommy Hilfiger** has designed a limited 'Hilfiger Denim' capsule collection of graphic T-shirts and custom jackets embellished with Rolling Stones imagery, such as the band's iconic tongue logo. The capsule collection will launch at the Tommy Hilfiger store on Regent Street and at tommy.com for Europe and then go international once the show is on the road.

www.tommy.com



Fakoshima x Manish Arora

FAKOSHIMA X MANISH ARORA COLORFUL COLLABORATION

Russian eyewear brand **Fakoshima**, internationally recognized for its bold and quirky styles, has teamed up with famously eclectic fashion designer **Manish Arora** to create a limited edition range of sunglasses. New models incorporate a mix of references to African culture and cowboy style and include a classic 'cat eye' shape with an Indian bindu symbol and inverted aviator frames.

shop.fakoshima.com

www.manisharora.com

PREMIUM EXHIBITIONS TECH AND K-POP

Premium Exhibitions is extending its 'FASHION-TECH' conference by adding one more day and one more floor. The aim of the conference is to create an industry get-together and educate visitors about the latest developments on the interface between fashion and technology. Topics include e-commerce, the future of retail, wearables and digital marketing. The event will take place during Premium Exhibitions on the 4th floor of the Kühlhaus and entrance is free of charge. In addition, Premium will replace its Dissonance Area with ['P&P'] STUDIO, a new area reflecting on the K-Pop movement with a focus on Korean designers.

www.premiumexhibitions.com

www.fashiontech.berlin

CALVIN KLEIN NEW CREATIVE STRATEGY

In a surprise statement circulated to the press in April, **Calvin Klein**, Inc. announced a new strategy for the company, which will unify all Calvin Klein brands under one creative vision. Francisco Costa, Women's Creative Director, and Italo Zucchelli, Men's Creative Director for Calvin Klein Collection, will be leaving the company. The move sparked industry rumors about the impending appointment of Raf Simons as Creative Director for both lines, but the company has not commented thus far.

www.calvinklein.com

LA MARTINA TOTAL POLO

La Martina involves its customers in the polo community at every opportunity. The brand's London flagship recently saw players from Oxford and Cambridge universities' polo teams (La Martina sponsors the Varsity match between them) and La Martina's founders Gachi and Lando Simonetti engage in a game of table football (polo would be tricky to play in a store!). Other events co-hosted by the brand are the 'La Martina Queen Mother's Trophy' and 'Polo in the Park'. Designed to promote polo values – honor, integrity and fair play – they create a bond between the label's customers and creators.

www.lamartina.com