

WEAR

A FASHION WORKBOOK
FOR PROFESSIONALS

FASHION GOES DIGITAL: INSIGHTS FROM E-RETAIL EXPERTS
BIG FOOTWEAR SPECIAL -
DISCOVER THE BEST IN SHOES, BRANDS & TRENDS
CELEBRITY BRANDS - A SAFE HAVEN?
HOW TO BETTER THE INDUSTRY - LEADERS GIVE THEIR IDEAS







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L.12.12 POLO SHIRT IN A
FOOTWEAR COLLECTION

Lacoste's polo shirt is an icon of timeless design. With its sleek look and innovative piqué fabric first created by René Lacoste in the 1920s, the shirt remains as fresh today as it was 80 years ago. In tribute to the L.12.12, comes Lacoste's L.12.12 footwear collection adding a modern chapter in the story of a classic.

For Spring / Summer 2017, the L.12.12 for women is introduced. With its pared-back look and timeless design this is a silhouette which feels at once effortless and premium, set to become a versatile addition to the modern downtime wardrobe.

Like its polo shirt counterpart, the L.12.12 footwear collection is created in an array of hues, from bright fuschia to deep burgundy and classic navy. Lacoste's on-court influences continue to play out with the introduction of a new and innovative piqué fabrication for the new season as a tennis-inspired alternative to the sophisticated leather collection.

The L.12.12 is Lacoste's minimalist reimagining and tribute to a sport game-changer.





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A scenic landscape featuring a calm lake in the foreground, a dense forest of green trees along the shore, and a range of mountains in the background. The mountains are partially covered in snow, with the highest peaks reaching towards a bright, cloudy sky.

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by HEINZ BAUER MANUFAKT

Dear Readers,

The fashion industry today is nothing like it was even relatively recently. Here is a normal shopping transaction that would have sounded unthinkable to most of us only a decade ago: Ms. X is hesitating between two summer tops; after having her body shape reassessed, encouraged by a style advisor, she eventually decides on one and purchases it from store Y over 500 miles away from her home (it offers the best price deal); no human interaction is involved and no words are exchanged as Ms. X is doing it while on board a plane with her tablet.

The challenges that lie ahead are multi-dimensional. Brick-and-mortar stores are affected by the new world. E-commerce is feeling the pressure to stay ahead of the changes, too; in this issue we have asked 10 of the world's online retailers about their vision of the future. They came back with one strong message: online retail is only in its infancy – the opportunities are out there, countless and, as of yet, unpredictable.

But complaining about the challenges of today's world doesn't help: we as an industry must find ways not only to attract consumers' fancy, but also to educate them. WeAr has asked fashion's leading CEOs how the industry could be changed for the better. We invite you to take a look: maybe you could help make some of their suggestions a reality.

The days of people waiting in line in front of stores are over – or are they? Multiple brick-and-mortar stores are now reinventing physical retail: they increasingly focus on each single consumer group, combining shopping with events – be it music, art, talks or anything else that draws the right consumer group in.

Menswear is growing like never before: leading stores are extending their departments to cater to these demands; there is a rise in in-store barber shops and cafes; and gadgets are helping menswear retailers to increase profit.

The share of fast fashion may be growing, but consumers' awareness of its costs is growing, too. Customer demand for better, more sustainable practices is now met by digital platforms that inform shoppers about a brand's ethical and environmental profile and thus facilitate shopping decisions. A good grasp of these apps may help you to attract the more conscious consumer to your store – our review of some key applications is there to help.

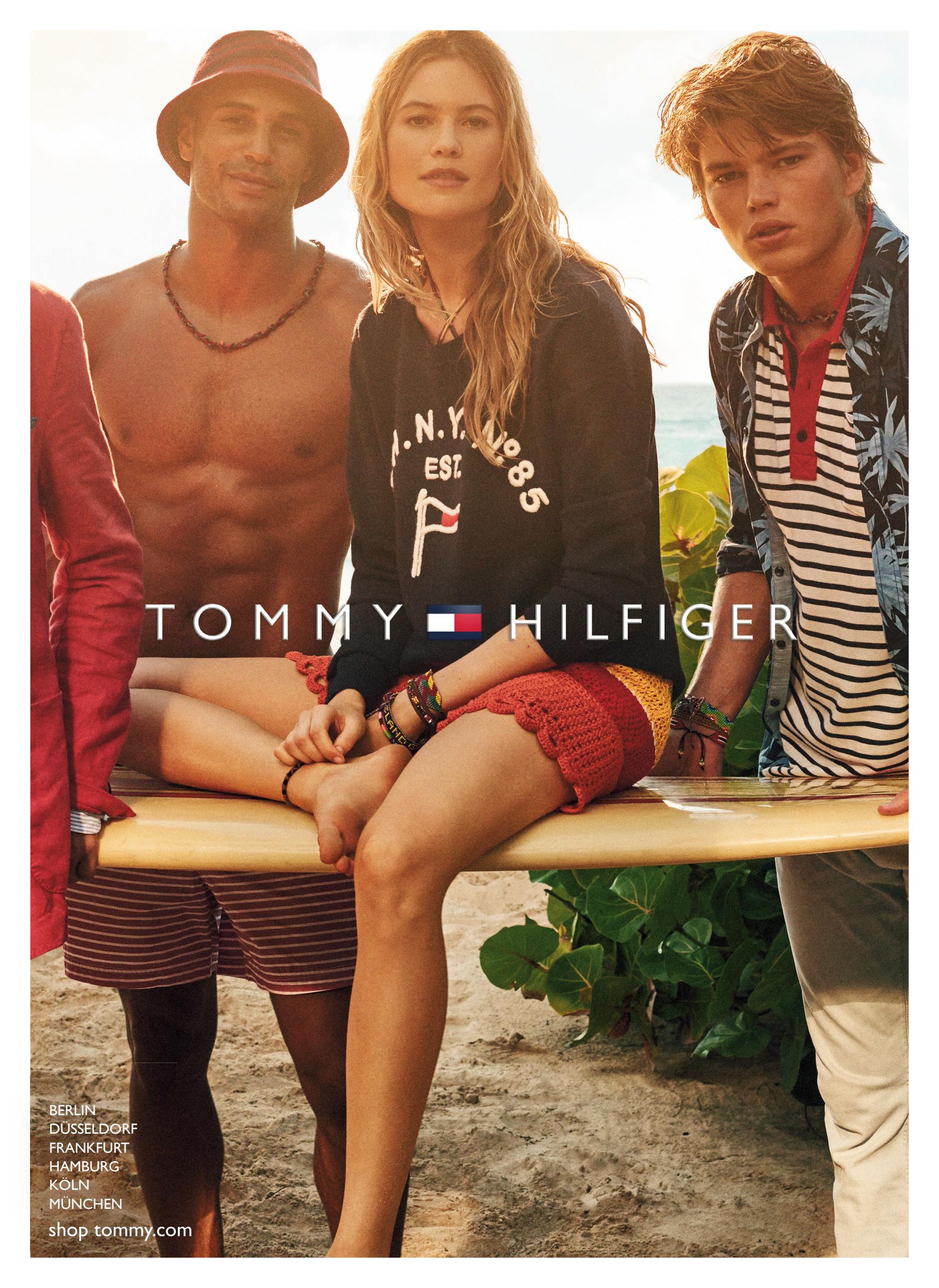
The time to be innovative, creative and make bold decisions that instigate change is now – everything is possible.

We at WeAr are also constantly working to offer you new ways to discover brands and get in touch with them from the comfort of your desk: the next edition of WeAr Select Digital (www.wearglobalnetwork.com/wearselect) will be out in September 2016 and, once again, filled with new ideas and brands that will benefit your portfolio.

We are here to support you and hope this issue helps you to navigate the complex, ever-changing, challenging and exciting contemporary fashion landscape.

Warmest wishes and, as always, here's to your business's success.

Jana Melkumova-Reynolds and Shamin Vogel
Editors



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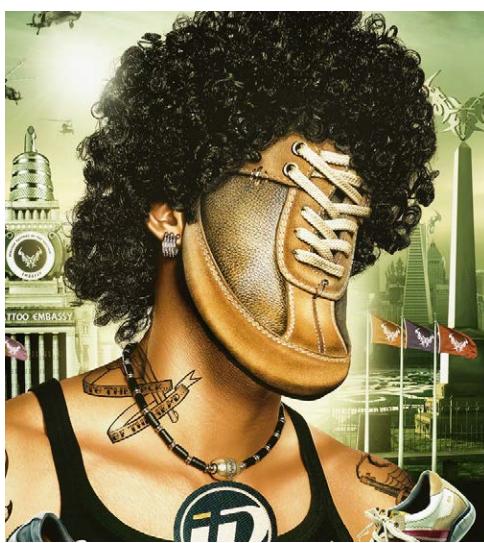
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FOOTWEAR SPECIAL

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457J4 SI HOUSE CHECK JACQUARD ON NYLON METAL BLACK WATRO
LONG ANORAK IN METALLIC AND IRIDESCENT NYLON METAL BLACK WATRO WITH JACQUARD
MOTIF. JACQUARD TECHNIQUE CREATES A RIP-STOP DESIGN ON THE SURFACE THAT IS DERIVED
FROM STONE ISLAND HOUSE CHECK AND INTEGRATES THE COMPASS ROSE IN THE VERTICAL AND
HORIZONTAL CHECKED PATTERN. THE FABRIC HAS BEEN RESIN TREATED INSIDE TO ACHIEVE A
MILD WATER RESISTANCE. GARMENT DYED THROUGH DOUBLE COLOUR RECIPE WITH THE ADDITION
OF A SPECIAL ANTI-DROP AGENT. DRAWSTRING AROUND THE RAISED COLLAR. TWO LARGE POCKETS
ON THE FRONT WITH HIDDEN SNAP FASTENING. THE POCKETS ARE CONTOURED BY ZIP; THE
GARMENT CAN BE FOLDED AWAY AND PACKED INTO THE ZIPPED FRONT POCKETS. ELASTIC TAPE
AT CUFFS. DRAWSTRING BOTTOM HEM.


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BEST FASHION RETAILER OF THE WORLD AWARD 2016

BY WEAR GLOBAL MAGAZINE

10 Corso Como, 14 oz., American Rag, Apropos, Barneys New York, Boon, Breuninger, Colette, Dover Street Market, Fred Segal, H Lorenzo, Joyce, L'Éclaireur, Lane Crawford, Liberty London, Luisa Via Roma, Maxfield, Merci, Opening Ceremony, Quartier 206, Selfridges, Villa Daslu, Webster and Your Premium Store were the winners of the Best Fashion Retailer of the world Award 2008 - 2015.

The following stores have been nominated by WeAr for the 2016 award. We now ask you – our readers – to vote and therefore determine the top 3 retailers. The winners will be announced and presented in the upcoming WeAr January 2017 issue.

AMERICA

- Alchemist** – Miami
- A'maree's** – Newport Beach
- American Rag** – Los Angeles
- Andrisen Morton** – Denver
- Assembly** – New York
- Atrium** – New York
- Barneys New York** – New York
- Bergdorf Goodman** – New York
- Bloomingdales** – New York
- E-Street Denim** – Highland Park
- Fred Segal** – Los Angeles
- Headquarter** – Vancouver
- Holt Renfrew** – Toronto
- H. Lorenzo** – Los Angeles
- Jeffrey** – New York
- Kitson** – Los Angeles
- Maxfield** – Los Angeles
- Opening Ceremony** – New York
- Relic** – Boston
- Saks Fifth Avenue** – New York
- Satine** – Los Angeles
- Scoop** – New York
- Silver Deer** – Mexico
- Ssense** – Montréal
- TNT Blu** – Toronto
- Tootsies** – Houston
- Villa Daslu** – São Paulo
- Webster** – Miami

ASIA

- Addition Adelaide** – Tokyo
- Aishti** – Beirut
- Aizone** – Dubai
- AlOthman** – Bahrain
- Beaker** – Seoul
- Beams** – Tokyo
- Beymen** – Istanbul
- Boon the shop** – Seoul
- Boutique 1** – Dubai
- Cannabis** – Tokyo
- Club 21** – Singapore
- DongLiang** – Shanghai
- DOOTA** – Seoul
- Elbon** – Seoul
- The Fashion Door** – Guangzhou
- The Galleria Department Store** – Seoul
- Isetan** – Tokyo
- I.T** – Hong Kong
- Joyce** – Hong Kong
- Lane Crawford** – Hong Kong
- Le 66** – RIYADH
- Lift** – Tokyo
- Loveless** – Tokyo
- Restir** – Tokyo
- Space Mue** – Seoul
- Triple Major** – Shanghai
- United Arrows** – Tokyo
- Via Bus Stop** – Tokyo

AUSTRALIA

- Belinda** – Sydney
- Cose Ipanema** – Melbourne
- General Pants** – Sydney
- Harrolds** – Melbourne
- Marais** – Melbourne
- Parlour X** – Sydney

EUROPE

- 10 Corso Como** – Milan
- 14 oz.** – Berlin
- Abseits** – Stuttgart
- Andreas Murkudis** – Berlin
- Antonia** – Milan
- Antonioli** – Milan
- Apropos** – Cologne
- Attica** – Athens
- Babochka** – St. Petersburg
- Banner** – Milan
- Bendler** – Erfurt
- Biffi** – Milan
- Block 60** – Riccione
- Bosco di Ciliegi** – Moscow
- Bruschi Cinema** – Vicenza
- Breuninger** – Stuttgart
- Cenere** – Bassano del Grappa
- Colette** – Paris
- Degli Effetti** – Roma
- Different Fashion Group** – Sylt
- Doshaburi** – Barcelona
- Dover Street Market** – London
- Du Nord** – Oldenburg
- Excelsior** – Milan
- Fashion Clinic** – Lisbon
- Fischer** – Konstanz
- Frauenschuh** – Kitzbühel
- Galeries Lafayette** – Paris
- Gallery Madrid** – Madrid
- Gente Roma** – Rome
- Gerard Loft** – Florence
- Glam!** – Bremen
- Grace Fashion House** – Munich
- Harrods** – London
- Harvey Nichols** – London
- Helmut Eder** – Kitzbühel
- Henrik Vibskov Boutique** – Copenhagen
- Jades** – Düsseldorf
- Jean-Pierre Bua** – Barcelona
- Jet Set** – St. Moritz
- Jimmy's** – Berlin
- KaDeWe** – Berlin
- Keller** – Friedrichshafen
- Lazzari** – Treviso
- Le Bon Marché** – Paris
- Le Form** – Moscow
- L'Éclaireur** – Paris
- L'Escalier** – Oslo
- Liberty** – London
- LN-CC** – London
- Luisa Via Roma** – Florence
- Maison Degand** – Brussels

- Maria Luisa** – Paris
- Merci** – Paris
- Mr. Porter** – London
- Mood Swings** – Moscow
- Natalie Schuterman** – Stockholm
- Nick & Sons** – Milano Marittima
- Nitty Gritty** – Stockholm
- NK** – Stockholm
- Off & Co** – Munich
- Oi Polloi** – Manchester
- Penelope** – Brescia
- Podium Concept Store** – Moscow
- Pool** – Munich
- Printemps** – Paris
- Quartier 206** – Berlin
- Railso** – Brescia
- Ratti** – Pesaro
- Renaissance** – Antwerp
- Sanahunt** – Kiev
- Santa Eulalia** – Barcelona
- Sbaiz Spazio Moda** – Lignano Sabbiadoro
- Scala** – Prien am Chiemsee
- Selfridges** – London
- SONG** – Vienna
- Sören** – Hagen
- Spree** – Paris
- Storm** – Copenhagen
- Sugar** – Arezzo
- Tessabit** – Como
- Theresa** – Munich
- Thomas I Punkt** – Hamburg
- Troispommes** – Zurich
- Tsum** – Moscow
- Tsvetnoy Central Market** – Moscow
- Vakko** – Istanbul
- Verso** – Antwerp
- Vertice** – London
- Vertice** – Turin
- Your Premium Store** – Antwerp
- Zeitzeichen** – Würzburg

Please cast your votes directly on our website at: www.wear-magazine.com/bfr

You can also email your votes to:

bs@wear-magazine.com

Subject: 2016 Retail Award

Each vote will automatically be entered into a lottery. The lottery winner will receive one free copy of WeAr's exclusive limited edition book called **"Denim Legends"**, the ultimate visual guide to the best denim garments throughout history, with a value of

950 USD or 890 EUR.

Thank you for voting, and good luck to the contestants!



HAMAKI-HO

PITTI IMMAGINE UOMO 14-17 June • Cortile dell'Arsenale, Fortezza da Basso – Florence

HOW TO IMPROVE THE INDUSTRY?

WeAr ASKS MAJOR FASHION INFLUENCERS: "IF THERE WAS ONE THING YOU COULD CHANGE ABOUT THE FASHION INDUSTRY TO MAKE IT BETTER, WHAT WOULD IT BE?"

ANDREA CANÈ
CREATIVE DIRECTOR,
WOOLRICH EUROPE

I think something that should be changed is the current European retail sales calendar: fashion retail seasons need to be re-aligned with the climatic seasons and the real purchase habits.

JASON DENHAM
FOUNDER AND CEO, DENHAM

Things should always move on. I love that designer brands and catwalk collections are starting to go direct to market in order to compete with fast fashion. We at Denham are doing the same thing – in April we will launch our next generation Denim Concept that will go direct to the market. We have already produced the goods for our retail partners. The beauty of our industry is there are no rules. The only question is are we ready to break the routines?



ROBIN CHRETIEN
FOUNDER AND DESIGNER,
ROBIN'S JEAN

Robin's Jean has already been making the fashion industry better by producing and manufacturing our jeans here in the US since 2005. This reduces our carbon footprint and creates jobs for Americans. Hopefully, more [American] brands will soon adopt the practice of 'Made in USA'.

CONNIE STOECKL
HEAD OF MARKETING, LACOSTE
FOOTWEAR AT PENTLAND
BRANDS

Industry: be brave, believe in what you do, follow selective distribution and know your consumer better!
Retailer: be braver, believe in what you are doing, stop cherry-picking and be authentic! Consumer: buy less – but better (quality), buy authentic goods and less crap!



LANDO SIMONETTI
FOUNDER, LA MARTINA

What we call 'fashion' is now changing into something different: people have so many choices, and the general quality of the products is very high, so they choose to buy a brand because somehow they share its general vision of life and ethics. The fashion industry needs to work on values, approaching brand and sales strategies through a strong commitment to real and deep consumer needs: it can be sustainability, integrity or health, but it must be values that define our identity and our future.

GIULIO COLOMBO
CEO, COLMAR

I would like to find a better balance between the in-season and sales prices. The retail selling season should be longer, and the custom should not be concentrated so heavily in the sales period. The whole fashion system would benefit from this.



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JOSEPH KEEFER
CREATIVE DIRECTOR,
EARNEST SEWN

I'd love to see fashion slow down a bit and allow designers and consumers to enjoy a design, collection, a concept for longer than a breath. Fashion is to be enjoyed, not chased.

FEDERICA FUSCO
MANAGING DIRECTOR,
FGF INDUSTRY

I think today the fashion industry is looking, once again, for an identity. In recent years many brands went abroad to produce their collections. If they moved their production back to their own countries, I'm sure the industry could find its identity again.

ENRICO MORETTI POLEGATO
PRESIDENT AND CEO, DIADORA

I would like to bring authenticity and identity back to center stage. Nowadays fashion seems to be all about being seen as someone or something to aspire to, and oftentimes people – and brands – are ready to discard who they really are in order to be 'cool' or 'edgy'. We believe that the first step to being 'cool' is being yourself, and we would like to see that reflected in fashion more often.



MICHAEL BUCKLEY
CEO, DIFFERENTIAL BRANDS
GROUP



I wish the 'fast' part of fashion would slow down and we all could collectively refocus on the culture of timeless investment pieces that last beyond one season. If we could just surpass the hype of the 'right now' social media moment, we could soak in the details of timelessness, so that the quality and texture of a designer's subtle and overt creations are absorbed effortlessly over time.

MARIO BOSELLI
HONORARY PRESIDENT OF
CAMERA NAZIONALE DELLA MODA
ITALIANA (THE ITALIAN FASHION
CHAMBER)

The fashion system is the emblem of globalization. Fashion is global; fashion is an essential need. How to improve the system? We already know that Italian fashion is the epitome of beauty and well-executed collections: now we need to add sustainability, which means ecology and environment. Whether they are large-scale productions, premium or small brands, fashion businesses must respect the eco-ethical aspects.



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ANITA TILLMANN

CEO, PREMIUM EXHIBITIONS

As a trade show organizer, I am inspired by creating platforms to match designers, brands and buyers. For a change, I would recommend to the different players to lose the old school attitude in order to generate more exchange and to be able to conduct more and better business. A new kind of attitude is desirable – less arrogant, more open.

THOMAS WIRTH

CEO, REPLAY GERMANY

I would make the fashion world a better place. It's sad that this sounds utopian while it should be a realistic overall aim for all of us, from the supply chain to the industry and customers. So if I had a superpower, I would change working and payment conditions immediately, and, at the same time, I would call upon consciousness, foresight and, eventually, our buying behavior.

ANDRÉ BERGERMANAGING DIRECTOR,
HANDSTICH

If I would have the power to change one thing, I would choose TIMING. The main focus should be to approach the market with the right product in the right time and the right doses. If a consumer feels the need, has a reason for buying new things, gets sufficiently attracted, we all could avoid sales, off-price goods and bored customers.

**LUCA BERTI**

CREATIVE DIRECTOR, CROCKER

In a world where in the next 5 years there will be more change than in the previous 70, fashion will have to face many challenges. It would be good to reduce the chain that takes the product from the producer to the consumer, but a lot of business happens in the middle of this chain, where agents and retailers decide what styles will make it into the market. So, a way of changing things would be to look at synergies between the old and the emerging new sales systems.

**PROF. DILYS WILLIAMS**DIRECTOR, CENTRE FOR
SUSTAINABLE FASHION AT
LONDON COLLEGE OF FASHION,
UAL

... it would be to treat each piece as a work of art, an heirloom. Cherished, carefully handled, loved, worn, shared, its details observed to see its creator, its origins, its meaning. Its intangible elements would be valued as much as its technical and material ones. This is not to say that fashion would stand still, get old, lose its novelty, but that its meaning would be its currency, sometimes on display, sometimes mixed with new things, at other times carefully stored, or passed on but never discarded or undervalued.

**MIRKO GHIGNONE**

OWNER, AVANT TOI



If I were to change something in fashion, I would make it more fun, more comfortable and more natural, and slow down the culture of fast fashion.

JUDITH DOMMERMUTH

FOUNDER AND CREATIVE DIRECTOR, JUVIA

If I could change one thing about the fashion industry, it would definitely be the way delivery periods are managed. Shipping the first Spring/Summer items in the beginning of December, when nobody wants to wear summer clothes, and then reducing the prices on those articles in May, before summer has even started, is kind of crazy. So, as it's not possible to change the weather, I would change the delivery periods.



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SINA NOORI



LA MARTINA



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LOULOUX



ANA KALONI



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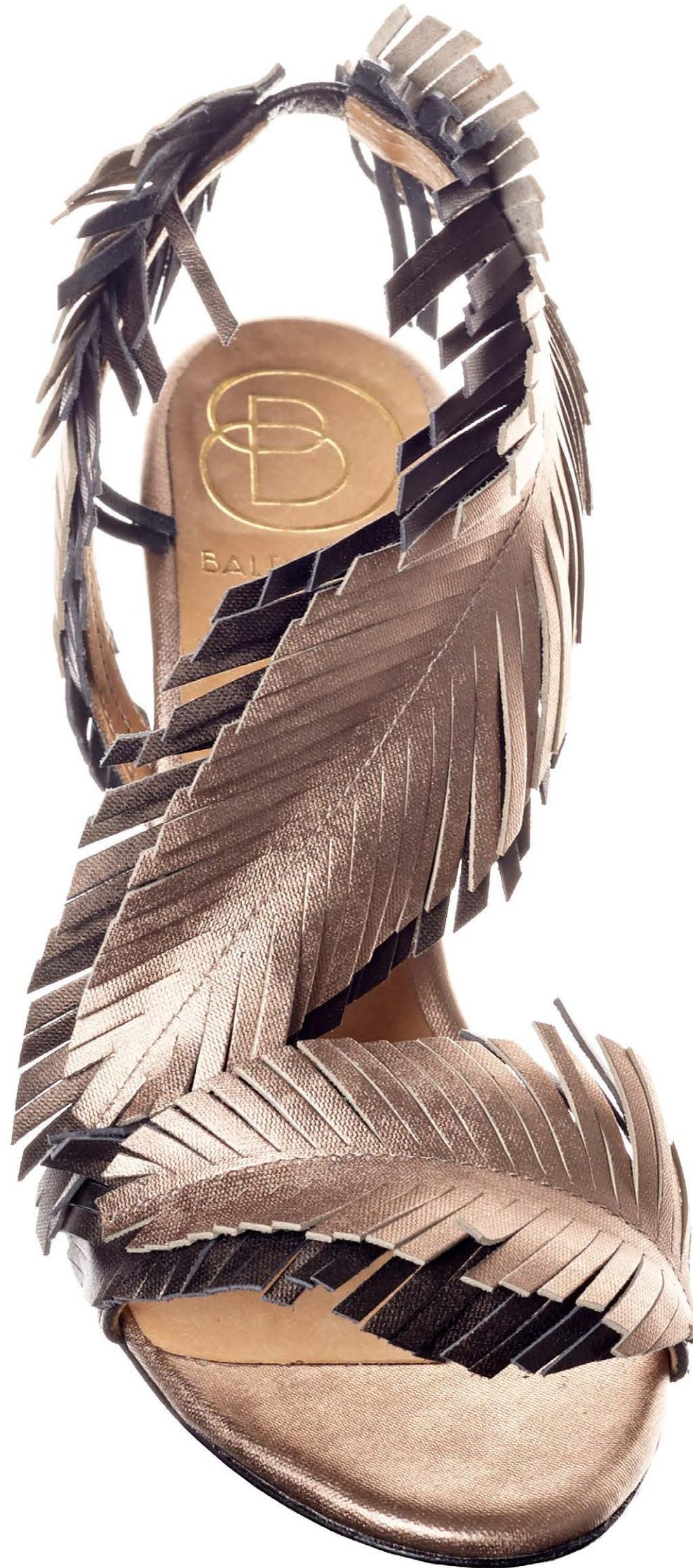
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MALLONI



JEFFREY CAMPBELL



PALOMA BARCELÓ



GIANCARLO PAOLI



CORIAMENTA



SCHUTZ



MEGUMI OCHI



ARTICLE NUMBER



LM-MICHELON



HIROSHI TSUBOUCHI



JONNY'S VEGAN



JONNY'S VEGAN



LOVE MOSCHINO



RAS



MELVIN & HAMILTON



THREE FOOT FLOWERS



MARIO VALENTINO



MATISSE



FABI



GIOVANNI FABIANI



SARA KENT



HENRY BEGUELIN



BIRKENSTOCK



BOXFRESH



FRENCH SOLE BY JANE WINKWORTH



DGE DESIGN MANIFATTURA



SERAFINI



VIA NOLFI 56



VIA VELA 14



LOLO



VOILE BLANCHE



FLOWER MOUNTAIN



STEPHEN VENEZIA



BOXFRESH



DIADORA HERITAGE



VOILE BLANCHE



OHW?



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GEOX



LACOSTE FOOTWEAR



BOXFRESH



ROBIN'S JEAN



MARIANO DI VAIO



VOILE BLANCHE



JOHN GALLIANO



RICHMOND BLACK LABEL



ALBERTO GUARDIANI



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BOOK



Balmain

VELVET AMOUR

Tjitske Storm

A/W 2016 MENSWEAR SHOWS WERE FULL OF ECLECTIC DECADENT STYLES AND FABRICS. VICTORIAN-INSPIRED SUITS, LONG COATS AND WIDE TROUSERS CAME IN FLAMBOYANT MATERIALS, WITH SOFT VELVET AS A RECURRENT THEME: A NEW HIPPIE DE LUXE.



Joseph Abboud



Gucci



Bottega Veneta

Gucci mixed high-class tailoring with hippie motifs, which resulted in colorful silks, velvets and brocades with an overload of decoration. Velvet sweat suits with flared 70s-style pants were adorned with flower-power embroidery.

The 70s theme continued at **Dries van Noten**. His collaboration with graphic artist **Wes Wilson** resulted in psychedelic swirling patterns on shirts and pants combined with long velvet 'bathrobe' coats. **Saint Laurent** celebrated the 50th anniversary of their 'Rive Gauche' collection with Parisian avant-garde, Oscar Wilde and Los Angeles grunge and rock 'n' roll references. Velvets and brocades were complemented by jabots, fedoras and romantic embroideries.

Balmain, too, played with contrasts, mixing up French Rococo, militarism, punk and Scottish Highlands. Drop-crotch velour pants were paired with padded leather

jackets, and graphic black-and-white checks were combined with golden military piping, embroidery and insignia. Pièce de résistance: the tight-fitting suit with a high waistband, worn with a coat with silk lapels, all in dark-blue velvet. More languid velvet suits with longer jackets were seen at **Bottega Veneta**, where genderless styles came in olive, turquoise and purple.

Decadence with a dose of practicality was shown at **Todd Snyder**: velvet dinner jackets came on top of woolen crewnecks and turtlenecks, rather than crisp shirts with bow ties. **Joseph Abboud** took a similar no-nonsense approach and used washed velvet alongside distressed wools in tailored sports coats: unexpectedly, this material, traditionally associated with high life, has shown a sensible, casual side. Now that it's proved its versatility, chances are that velvet for men is here to stay.

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



VICTORINOX



MASON B BLOUSON

PITTI | Padiglione Centrale
Piano Terra | Stand K4



MAKERS OF THE ORIGINAL SWISS ARMY KNIFE | ESTABLISHED 1884

IT'S A MAN'S WORLD

Tom Bottomley

THE MENSWEAR MARKET IS ON THE RISE. FASHION RETAIL IS NO LONGER DOMINATED BY FEMALE SHOPPERS, BUT IS LEARNING TO TARGET THE MALE CUSTOMER THROUGH NEW APPROACHES TO SPATIAL ARRANGEMENT, MERCHANDISING AND PRODUCT MIX.

Printemps will open an overhauled menswear department in January. **Harvey Nichols** just has, and the new space is significantly larger than its old version. Trade shows such as the **Man's World** in Switzerland are very successfully combining gadgets with fashion in order to cover the various interests of male consumers. **WeAr** has interviewed Anita Barr, Fashion Buying Director of Harvey Nichols, to find out how to attract men.

Have you seen a significant rise in sales of menswear and men-related products recently?

The menswear market is growing at a phenomenal rate (Mintel forecasts that it will grow by 27% between 2013 and 2018 to reach 16.4 billion GBP [about 20.7 billion EUR]). At Harvey Nichols our menswear department makes up a significant part of overall buy: it's a growing department. The male customer is not only looking for style inspiration but also for lifestyle enhancing products from scent-

ed candles, architectural homeware, stationery, a curated edit of literature, technology, sunglasses, fragrance and grooming.

What's special and different about your new menswear department?

The space has undergone a complete redesign and will boast its own entrances, so that the customer needn't enter the department via the beauty floor. Moving away from a heavily branded shop-in-shop format, we have worked on improving connectivity between the boutiques, so that customers experience a more organic flow. Through our market research, we know that not all men enjoy browsing in the same way that women do, so we've changed the way product is displayed. In the Denim Room, customers can shop wardrobe essentials housed on one rail – be it T-shirts, classic sweats or leather jackets, regardless of brand or price, they are located in one place for ease.

Who's your male customer, and how are you targeting him?

We aren't segregating a specific shopper or age demographic. We have added a new brand mix in each of the areas to introduce our customers to new collections; for example, in the Off Duty room, traditionally targeting the more mature male, we have positioned **Paul Smith**, **Polo Ralph Lauren** and **John Smedley** alongside **J.Lindeberg** and **NN07**, to inspire them to branch out of their comfort zone. The space itself aims to draw their nostalgia, with each display cabinet featuring games and artefacts such as Lego, water pistols, card games and game consoles such as the Sega Mega Drive to provoke childhood memories in a playful and innovative environment.

Read the full version of this article at
www.wearglobalnetwork.com.





DUVETICA®

FENG CHEN WANG

Beatrice Campani



A graduate in MA Fashion Menswear from The Royal College of Arts, London-based designer **Feng Chen Wang** draws on her personal narratives to create androgynous, futuristic collections with an emphasis on exaggerated shapes and utilitarian details, such as zips and straps. Her first collection, 'Love & Life' (S/S 16), an interpretation of her experience of dealing with her father's cancer diagnosis and survival, was part of the group show organized by the **VFiles** platform during New York Fashion Week. Her second collection, 'I AM A MAN' (A/W 16), is a story of freedom, youth and rebellion, where she departs from the austere monochromatic look of her first season and injects her designs with bright colors, lettering and distressed denim, all while retaining her penchant for futurism and

functionality. Outerwear is a particularly strong category in Wang's collections, with parkas, bombers and puffer jackets playing a key role. Wang collates sports-wear, streetwear, outdoor-wear and workwear references into a distinctly new look that has, after only two seasons, won her an audience across Europe, the USA and Asia. Her collection is currently sold at signature stores, such as **Lane Crawford** (China), **GR8** (Japan) and **VFiles** (US), among others. Wang's talent has also been recognized by the LVMH panel, who nominated her for the prestigious LVMH Prize in 2016.

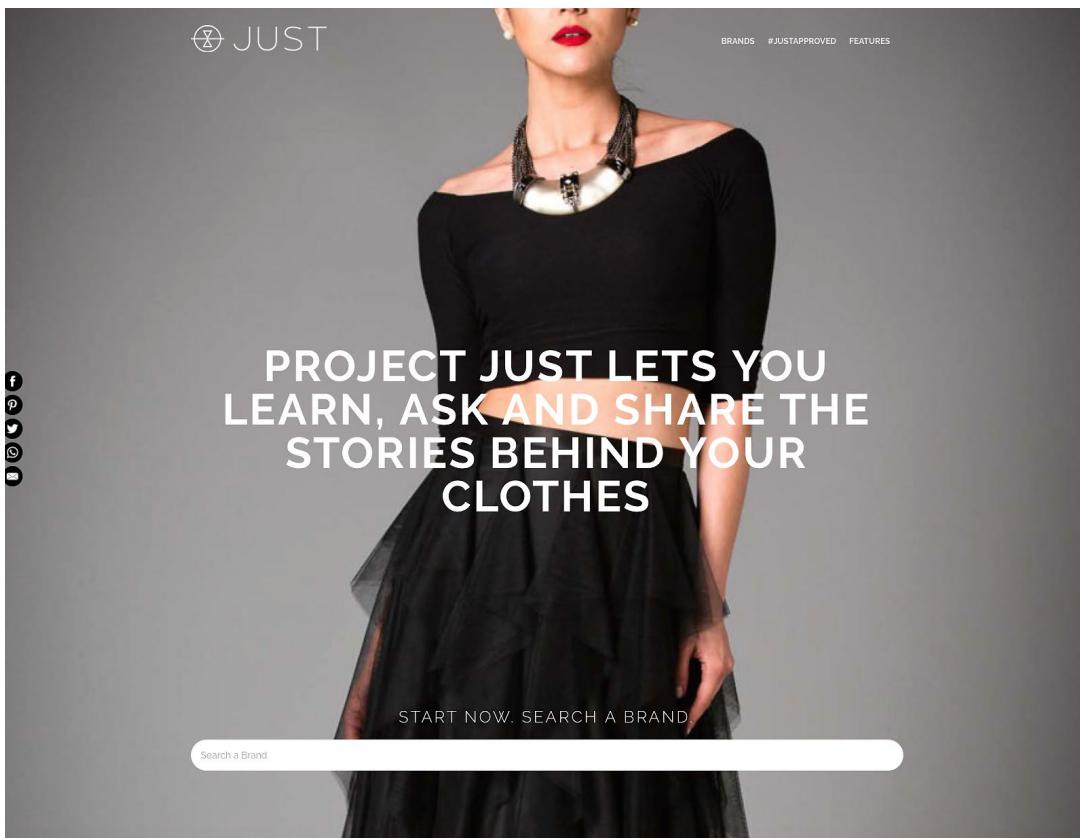
www.fengchenwang.com



ARE YOU ONE OF 'US'?

#areyouoneofus | @nobisinc | nobis.ca





In November of 2015, the non-profit organization Ethical Consumers Australia launched the app **Good On You**, which ranks the ethics of over 1,000 fashion brands. The ratings are compiled by hundreds of volunteers in various regions, who carry out weekly evaluations of how well the featured clothing companies are doing in terms of human rights, impact on the global environment and animal welfare. The app can recommend brands and stores based on the user's gender, personal style and causes s/he cares about. Currently this app is limited to domestic use, but Ethical Consumers Australia is enlisting investors for the purpose of global expansion.

The online platform **Project JUST** analyzes the societal, environmental and aesthetic sides of over 150 fashion brands. By sharing the backstories of clothes and accessories, the platform strives to increase brands' transparency and assist people such as farmers and garment workers who support the supply chain at its base. It also seeks to give consumers sufficient information on fashion companies so that they can make informed decisions when shopping. Project JUST was launched in December 2015 in New York by Natalie Grillon and Shahd AlShehail,

THE ETHICAL DIGITAL

Atsuko K. Tanimura

A NEW GENERATION OF APPLICATIONS IS RESPONDING TO THE DEMANDS OF CONSUMERS WHO WANT TO CONTRIBUTE TO GOOD CAUSES WHILE SHOPPING.

who had worked on a farm in East Africa and started a women-only fashion house in the Middle East. The brands featured by the app include **adidas**, **Chanel**, **H&M**, **Theory**, **Zara** and many others.

On another front, Japan's e-commerce site **Abby Life** runs a project called **Shopping for Three** in collaboration with the UN's World Food Programme.

For each purchase on the site, a donation of three school meals is made to children in areas suffering from hunger. Abby Life sells jewelry created from recycled gold, chemical-free babywear and fair trade products. As of March 31, 2016, it has been able to provide school meals to 8,938 children. Information regarding donations is made public on the site, and the numbers continue to grow each month.

Other stores, too, are picking up on the promotional potential of the information provided by ethical watchdog apps. For example, some stockists are using the hashtag **#Justapproved** to indicate brands that have received glowing feedback from Project JUST. Good on You features an affiliate program for retailers and a mechanism by which they can display offers to users. These are also fine examples of cause-related marketing (CRM), by which retailers are targeting the growing segment of advanced consumers whose buying decisions are dictated by more than style and price.

www.goodonyou.org.au/app/
www.projectjust.com
www.abby-life.com



PREMIUM BERLIN
STAND H3-E04
28.-30. JUNI 2016

...the ultimate jacket.



HEINZ BAUER
MANUFAKT

DENIMS ARE FOREVER

Shamin Vogel / Jana Melkumova-Reynolds

TECHNOLOGY AND STYLE GO HAND-IN-HAND IN DENIM INNOVATION. **WeAr** HAS ASKED THE LEADING DENIM MANUFACTURERS ABOUT THEIR LATEST DEVELOPMENTS AND HOW THEY APPROACH SUSTAINABILITY. THE KEY FOCUS FOR A/W 2017-18 IS DURABILITY, COMFORT, TEMPERATURE CONTROL AND REDUCING THE ENVIRONMENTAL IMPACT.

SOORTY

Soorty has engineered a high performance denim 'Armadura', made from light-weight and strong fiber. It is tough, durable and extremely versatile, so jeans last longer, thus reducing the carbon footprint. It has high abrasion resistance yet is supple and soft to the touch. Trendy colors for A/W 17-18 include Hunter Green, Indigo Dream, Full Moon, Omega and Alpha Blue: all icy, dark, deep and mysterious.

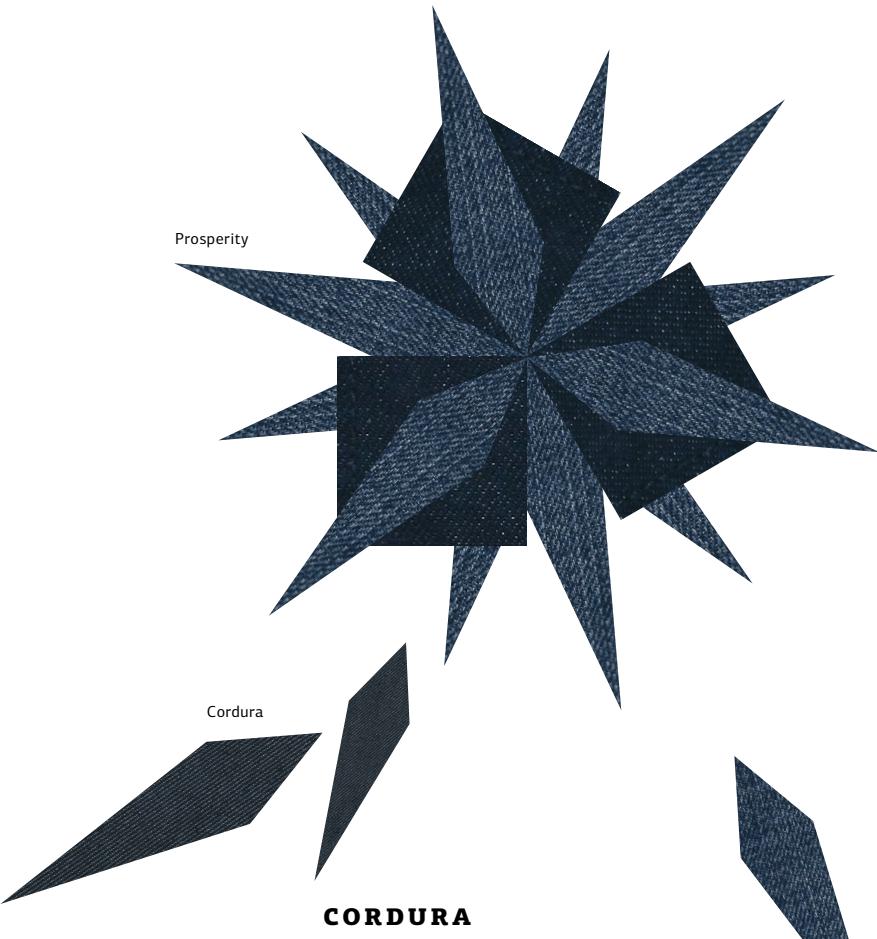
Furthermore, Soorty has introduced a new sustainable capsule collection, featuring eco-colors with a dyeing system that includes zero hazardous chemicals; eco-finishing, a reduced need for water and energy; and recycled content from post-consumer waste. These responsible yet fashionable breeds of denim, including 'Organic Cotton', 'BCI', 'REPREVE™', 'COOL MAX ECO-MADE™', 'Recycled Cotton', 'Ozone', 'Laser' and 'E-Flow', have become possible due to the vertical integration that allows the company to make every process green.

PROSPERITY

The 'F2 Denim (Fit & Function)' collection has been upgraded with more functional fabrics. 'Fresh Denim', for example, features anti-bacterial properties, helps keep garments fresh and prevents body odor and irritation thanks to its 99.5% bacteriostatic rate. It is also eco-friendly as there is no need for frequent washing, thus saving water. 'Comfort 365' dries quickly and helps the wearer stay cooler in summer and warmer in winter. The 'Ultra Stretch' collection further pushes the boundaries of stretch to offer more than 90% elongation, introducing more four-way stretch articles, with 40-50% stretch in weft and 20% stretch in warp to provide 360° freedom of movement. The latest 'Vintage Stretch' line presents clean twill, raw slab and vintage looks for men's jeans, with enough stretch for extra comfort.

Prosperity has new developments in terms of sustainability, too. 'Bio-Stretch' contains 37% annually renewable plant-based ingredients, and 'Café Denim' is built with carbonized recycled coffee grounds. Finally, the season's new color, IRO Blue, is made using a sugar-based reduction agent instead of hydrosulfite, which can help lower the COD level of sewage water by 60%.

Prosperity



CORDURA

As part of the **Invista** Group, **Cordura** drives the development of new, cross-functional denims. The goal is to create clothing which adapts to the wearer's lifestyle. New capabilities such as moisture wicking, temperature control and quick-dry technology are hidden in the 'Cordura Denim' fabric technologies, which are being used, for example, by **Artistic Milliners**. Cindy McNaull, Invista Global Cordura Brand and Marketing Director, highlights that their brand has a number of sustainability measures in place, including the Cordura Cares program: "Products made with Cordura fabric technology are designed with the 'built to last' durable performance concept at the core, which helps consumers to keep them in use longer. We are continuing to develop fabrics that focus on a 'lighter/stronger' story, lowering the environmental footprint due to a reduction in raw materials needed."

Soorty

WOOLRICH WOOLEN MILL, PENNSYLVANIA, WARPING CREEL
WOOLRICH SINCE 1830: THE OLDEST OUTDOOR CLOTHING COMPANY

WOOLRICH
JOHN RICH & BROS.

ISKO

Isko further focuses on driving innovation. Its 'Black-to-Black' concept combines style, elegance, high fabric performance and a unique denim feel by presenting a black that never fades in the wash. The 'Reform' family also extends with even more holding power and weight options, whilst keeping the authentic denim look, i.e., many versions of blue to reflect indigo in all its shades. Freedom of movement is also guaranteed using 'Blue Skin', a special construction with a 3D shaping feature and a four-way holding power. As if that wasn't enough flexibility, Isko combines jeanswear and activewear too, offering fabrics that provide special comfort during the cold season while retaining their shape, designed for those who do not want to choose between stylish garments and being active.

Isko is further extending its drive towards sustainability with Isko Earth Fit, a platform creating and promoting products that are environmentally friendly. Six of Isko Earth Fit's products earned the renowned **Nordic Swan Ecolabel** certificate, the first time a denim mill has received this recognition.

ORTA

For Autumn/Winter 2018, **Orta** is attempting to raise denim's social currency to the next level with the 'Hitch Hiker of the Solar System' collection. The highlight of the season is the 'Container Reverb' fabric that reflects the brilliance of real authentic denim but is remade to fit our times: modern cotton with a stretch blend, combining vintage cool with flexible technology, gives the wearer much-needed freedom of movement while recreating an artisan look. And when it comes to sustainability, Orta has increased the usage of cotton that complies with BCI (Better Cotton Initiative) requirements to 20% of their overall production.

CALIK

Performance, functionality, aesthetic, sustainability and touch are the key themes of **Calik**'s A/W 2017–18 denim range. 'T Power', 'Circular Elastech' and 'Curve' technologies produce highly stretch denim that still retains its shape, therefore flattering the figure. The 'Knitrogen' line offers a traditional denim surface that reveals twill lines enriched with a plush-like interior feeling. 'A/C Denim' is a new range of denim fabrics with thermoregulatory effects featuring heat retention and cooling with intelligent fibers.

On the sustainability side, the multi-process finishing procedure 'Oxygene' is continuing to make jeans greener. Its latest iteration, '5-less' – meaning less water, less energy, fewer chemicals, less pollution and less time – minimizes the environmental impact of denim manufacture. 'Zero Cotton' is another sustainable concept that utilizes 'Lenzing Tencel' and 'Modal' (instead of cotton) fibers to create beautiful, soft, luxury products, while helping to reduce the world's cotton consumption and the increasing pressure on water and land resources that it entails.

**BOSSA**

At **Bossa**, fabric innovations target active young women who want their denims to be soft and comfortable, as well as attractive. Aware of the growing importance of jeans in the high-end fashion sector, Bossa is offering an 'all-in-one' concept: a versatile group of stretch fabrics usable for any model and fit, from 'skinny' to 'boyfriend' jeans. The new color, Subway, is just as multifaceted: a special dyeing technique makes it possible to wash it in hundreds of different ways to achieve any shade, from a dark indigo to very pale blue hues. In terms of reducing the environmental impact, Bossa focuses on recycled denims that have thermoregulating and anti-odor features, complementing sustainability with technical performance.



TRUE RELIGION®
UR

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



REPLAY HYPERfree

JEANS YOU HAVE TO MOVE IN

featuring NEYMAR JR.



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 KOOHLAAS 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



STROM



ROOY



President's



ANATOMIC & 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

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

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

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

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

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.

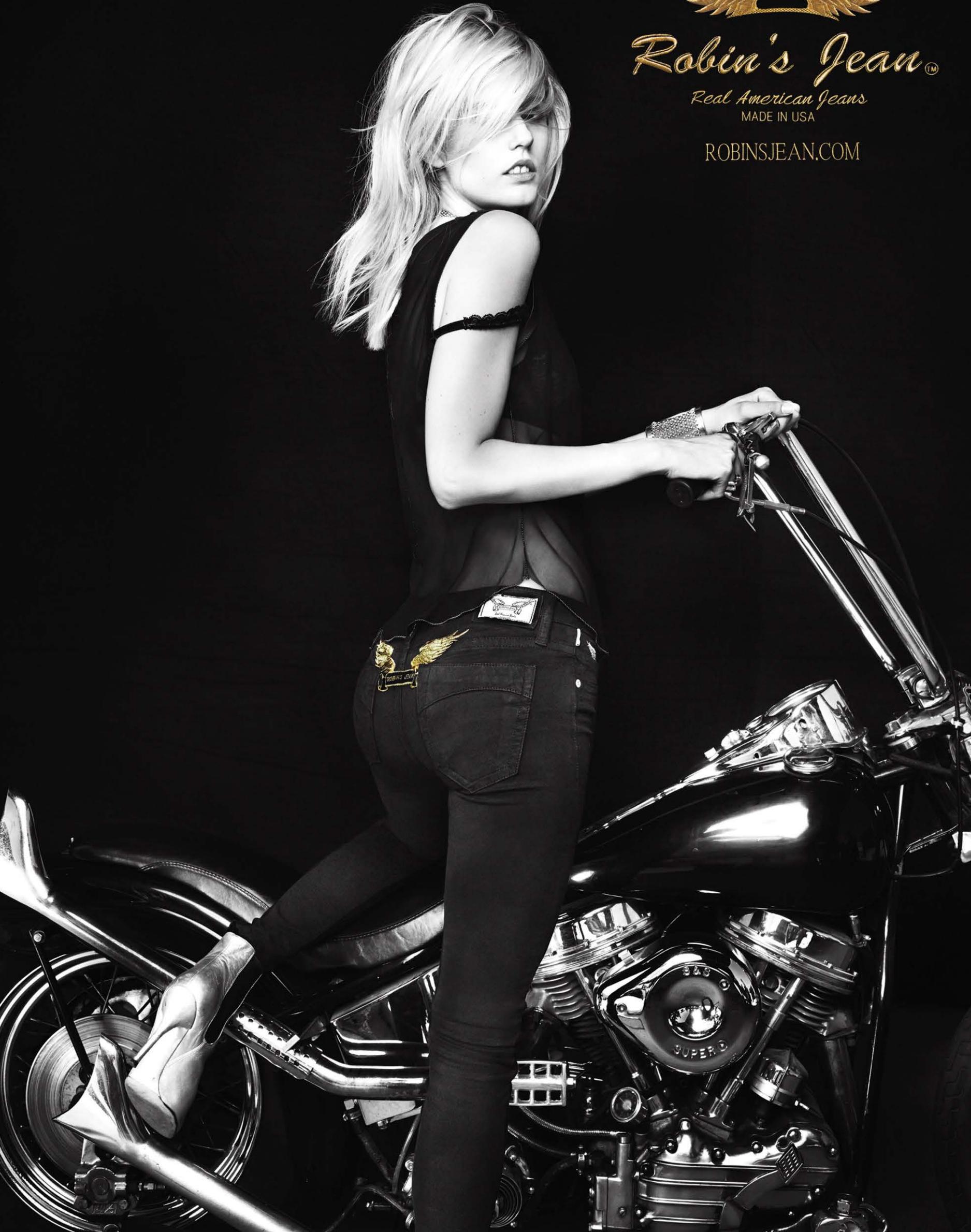
www.robinsjean.com



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Colmar



Parajumpers



Jacob Cohën

COLMAR

GRAPHENE+ SPORTSWEAR

Colmar has always been about innovation, style and sport. This season, the Italian company produced pieces made with Graphene+, a revolutionary nano-tech material based on carbon and derived from graphite. In collaboration with the manufacturer **Directa Plus**, Colmar produced a Graphene+ ski suit, two models of technical underwear and a polo shirt. These items act as filters between the body and the outside, ensuring optimal temperature and tailor-made comfort. They further reduce the friction between air and water to ensure top sports performance.

www.colmaroriginals.it

PARAJUMPERS

FOR URBAN HIKERS

Parajumpers stands for highly functional yet elegant outerwear. Key lines for A/W 2016 are: the 'Kegen Down Fill' with light but strong insulation, 'non-stitch' quilting, and taped seams and zippers that make this line waterproof; 'Natural Fill' featuring men's and women's jackets with eco-friendly padding; 'Rugged', with robust button-down jackets for men; 'Suede', padded leather styles crafted from the finest goat skin in earthy colors; and 'Urban', a contemporary take on classic outdoor clothing with a streetwear twist.

www.parajumpers.it

JACOB COHËN

MCCURRY JACKET

The highlight of **Jacob Cohën**'s A/W 2016-17 collection is the limited edition jacket dedicated to the master photographer Steve McCurry. Made from washed leather, treated and waxed in three different colors, it features a lining print that reproduces the image of an elder from the Rabari community. The photograph was taken by McCurry in India in 2010. Profits from the sales of the garment, designed and made for the Young Women's Initiative, will go to the charitable association ImagineAsia founded by McCurry.

www.jacobcohen.it

LACOSTE

'RLT' DEVELOPMENTS

For S/S 2017, **Lacoste** is further developing its 'RLT' footwear range. The season will see the launch of the fully performing, on-court tennis shoe 'RLT PRO'. Furthermore, evolving from performance models such as 'RLT Spirit' and 'Spirit Elite', Lacoste proposes a new style, 'RLT 2.0'. It is a new upper on the familiar 'RLT Spirit' outsole and it further explores the theme of comfort.

www.lacoste.com

CROCKER

INTERNATIONAL EXPANSION

After 40 years of existence as a domestic label sold exclusively in the Swedish **JC** store chain, **Crocker** is now entering international wholesale. The brand's latest collection is a reflection on North Sea fishermen, with a multitude of stripes and a prevalence of black and white favored by the Scandinavian culture, combined with shades of blue, ranging from navy to all tones of indigo, various grays, military green, pink and red.

crockerstockholm.com

DUVETICA

TEAM WORK

Duvetica continues to explore creative synergies. The brand's ongoing collaboration with **Junya Watanabe** produced an avant-garde capsule collection of padded jackets and vests for A/W 2016-17. A co-branding project with young Swedish designer **Jimi Roos** resulted in a new take on the iconic full-zip jacket, featuring psychedelic embroideries. Lastly, there is a joint venture with **Hydrogen** – a limited edition of down jackets featuring Hydrogen's original 'Total Black Camo' print, with its contrasting shiny-mat finish.

www.duvetica.com



Blauer



Tommy Hilfiger



Fakoshima x Manish Arora

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**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**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 Kühnhaus and entrance is free of charge. In addition, Premium will replace its Dissonance Area with [PE:PI] 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

BUYER VOICES

ONLINE RETAIL: MARKETS, TECHNOLOGIES AND FUTURE PROSPECTS

WeAr CAUGHT UP WITH 10 E-COMMERCE LEADERS FROM ALL OVER THE WORLD TO DISCUSS THEIR EXPANSION PLANS, THEIR MARKET SPECIFICS, WHAT BRANDS WORK BEST FOR THEM AND WHAT THEY ENVISAGE AS THE FUTURE OF E-TAIL.



01



02



03

TIZIANA FAUSTI (01)
OWNER, TIZIANA FAUSTI

Online retail is an essential and vital instrument to support the physical store. Internet is a means of communication in constant evolution that allows us to reach out to the world without any space-time limit. We must keep up with the new ways of shopping online that today involve mobile phones, tablets and new interactive platforms that are always interconnected.

Our best countries are the USA, the UK, Australia and the more developed Asian countries which are so attentive to the latest trends. Asia and North America are the most interesting territories; they love luxury labels like **Saint Laurent**, **Dolce & Gabbana**, **Givenchy** and **Valentino**. Besides, they are very focused on emerging brands.

We are currently working on our new e-boutique (improving the interface) and on the editorial content and user experience, which we believe is an important instrument in creating a tailored customer service.

www.tizianafausti.com

JOSÉ NEVES (02)
FOUNDER AND CEO, FARFETCH

The fashion sector has the lowest online penetration of any large e-commerce category, with around 95% of goods still sold in physical stores. We have a large luxury market, and the Internet has barely touched the surface, so we are still at the beginning of this journey. I always say, "fashion isn't downloadable": if you take the pure algorithmic approach, you will fail – you need the human element. On the other hand, you can't ignore technology. The future of retail isn't purely online, but a combination of a fantastic physical experience with powerful, yet subtle, technology.

We currently ship to almost 190 countries. Key markets include the USA, the UK, Australia, Japan, China and Russia. Recently customers in the USA have been loving the likes of **Carolina Herrera**, **Christian Siriano**, **Sacai**, **Rosie Assoulin**, **Off White** and **Thom Browne**. Brands such as **Dolce & Gabbana**, **Chloé**, **Valentino**, **Stella McCartney** and **Moncler** have been popular with our customers in Europe. www.farfetch.com

DAVID CLARK (03)
HEAD OF MEN'S BUYING, ZALANDO

Customers want a seamless shopping experience, and we believe that the connection of online and offline business will shape the future of fashion. Our vision is to connect all players in the fashion industry. We make use of new possibilities of online connectivity to link our various platform partners more efficiently and intelligently. One example: we connect partners' stock of inventory to our platform, online and offline.

Our 15 markets are very different. We try to localize global trends to meet each customer's need. We take a regional approach and adjust our assortment to local preferences and shopping behavior. Local designers and brands are considered, too. We do not have any plans yet to expand our business to other markets. Our focus lies on the creation of an integrated ecosystem for fashion brands and brand lovers. www.zalando.com



FW 2016/2017 COLLECTION

SILVANO VANGI (04)

WOMENSWEAR BUYER, LUISAVIAROMA

The experience of buying online is the new way to travel the world with one click, and to have the most efficient service in the fastest way. Our strongest markets are the USA and China; in Europe the best markets are Italy, the UK and Germany. Our bestsellers are **Balmain, Dolce & Gabbana, Gucci** and **Vetements**. We are planning to open the business to new fields, and create special projects in different countries worldwide to offer an exclusive brand experience to our customers.

www.luisaviaroma.com



04

ULRIC JEROME (05)

CEO, MATCHESFASHION.COM

The future of online retail is already happening. We don't think of 'online', 'retail' and 'mobile' as separate entities, we just focus on 'commerce' because the only way to trade successfully today is to incorporate all customer touch points.

We do close to 90% of our turnover online, of which 70% is outside of the UK so we are very international. Our revenues are well spread over all continents.

The online luxury market is growing by about 25% a year, according to Bain & Company. Today at 7% market penetration, it should be 14% by 2019 – so we need to make sure that we grow faster than this. We are focusing on international markets, on user experience, and we spend a lot of efforts on mobile, which is already more than 40% of our revenue. Menswear will continue to be a strong contributor to growth.

www.matchesfashion.com



05



06



07

KASPER BRANDI PETERSEN (06)

CO-FOUNDER, THE CLOAKROOM

If you are an e-commerce startup, you cannot compete with **Zalando** on catalogue or price, so you have to deliver a better service. You can do this by being more personal in your written communication, and more attentive to the specific requests of customer segments that have been neglected by the bigger players.

We noticed that the Dutch and the Belgians love Scandinavian brands, and Scandinavians love Dutch brands such as **Scotch & Soda, KOI** and **G-Star**. We see the highest growth rates in Belgium. It's a country that has a huge appetite for fashion, but had been trailing behind when it comes to e-commerce. Now they are rapidly catching up, and will hopefully soon see penetration levels that match those in Germany and the Netherlands.

Almost all of our growth comes from happy customers telling their friends to order a box from their stylist. We believe that word-of-mouth is the bread and butter for any service business online.

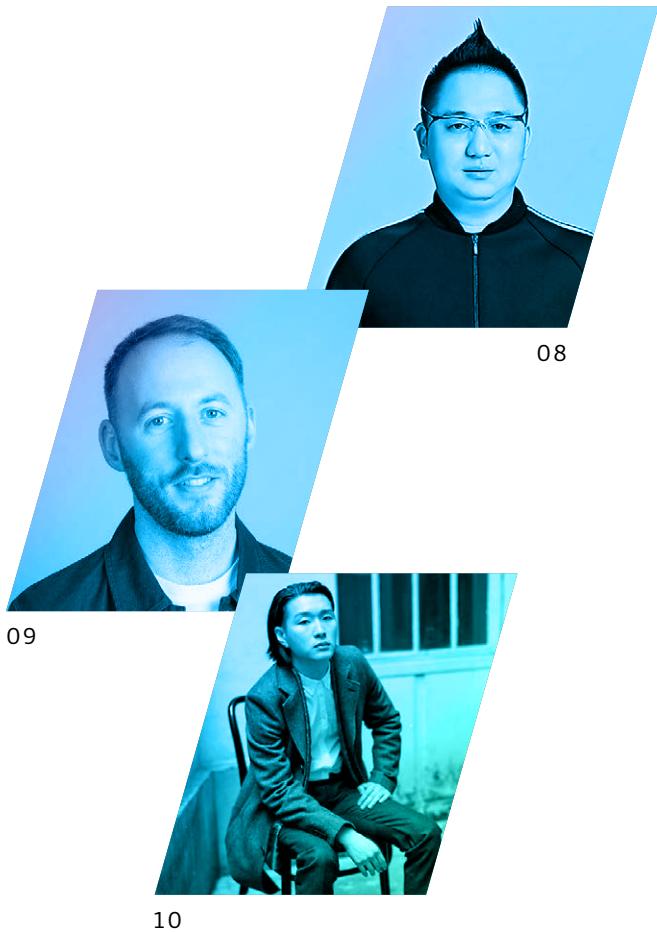
www.thecloakroom.se

CARRIE WEN (07)

HEAD OF MARKETING, ASOS CHINA

For ASOS China, the strongest markets are China, Taiwan, Korea and Japan. Given that our target audience is around their 20s, mobile commerce has become central to our communication touch points. We have launched the ASOS China app built in China for China, and approximately 60% of our sales currently come from it. Tea dresses, off-shoulder tops and blouses, bomber jackets and ripped jeans are often in our top sellers list. We are focusing on best-in-class services from premier delivery to a loyalty program, from easy checkout to customized gifting. As for the future developments in online retail: chat bots could help customers to shop easily and businesses to manage their services better; it would be like having personal stylist services through Wechat or Facebook messaging platforms.

www.asos.cn

**CHRISTOPHER FISHER (09)**

HEAD BUYER, OKI-NI

In the US, we have a strong **Maison Margiela**, **Rick Owens** and **Thom Browne** following. Japan, Korea, Hong Kong and Macau focus on the overtly luxury brands like **Lanvin**; Asia is also a strong market for **Wooyoungmi** due to the label's Korean connection. In the contemporary sector, **Acne Studios** sells pretty much everywhere! Some footwear is universal, too, such as **Nike**, **adidas** and **Yeezy**. The UK is strong for London-based designers, such as **Matthew Miller** and **Cmmn Swdn**.

In terms of expansion, we are looking for a safe way to deliver to Russia. We have just launched geopricing – our e-shop now has Canadian dollars, Japanese yen and so on – so we can be competitive and price-match with local stores. We will also be launching a new app in late summer.

Retail has been going for hundreds of years, but e-tail is still in its infancy. Its share is still low – only a few percent of the overall retail volume, so there is still a long way to go for all of us.

www.oki-ni.com

SHILI (08)

FOUNDER AND CEO,
D2C FASHION DESIGNER PLATFORM

Over 92% of our customers order on the D2C app through mobile; this is quite significant for our future strategy. We are focusing on the Chinese market where D2C currently is much stronger in the first tier cities. We have a very diversified portfolio of over 600 designers. Chinese consumers are increasingly demanding: they will not go to a cheaper place that offers lesser quality. Our target audience ranges from 18 to 34 years old, and they are very interested in designer fashion. We also see a growing number of users aged 35 shifting their custom from luxury to designer brands.

D2C's mission is to go global. Currently we are developing strong collaborations with Asian designers, but in the future we plan to work with brands and stores in Europe, Australia and the Americas and help them expand into the Chinese marketplace. We also want to promote Chinese designers to be sold overseas.

www.d2cmall.com

EDMOND WONG PAK YIN (10)

ART DIRECTOR, I.T APPARELS LIMITED

Chinese consumers amaze the world by how fast they can adapt to new forms of shopping. E-tail is a regular habit for China, which is our strongest online market: I have never seen anywhere with an e-commerce system as advanced in terms of platform structure, social integration, credibility ranking, payment methods, logistics, and customer service.

Our bestselling items are generic and neutral. Black is the most popular color for all ages. Surprisingly, bottoms are selling better than tops. Korean style has been hitting the mainstream trends, gradually bringing menswear to be more notable on our platform.

Today's online retail is focused on mobile purchases. In this segment it is crucial to optimize the user experience, giving rich, useful content, and continuously offering one-of-a-kind digital art. Similarly to physical retail shopping, experience is key: my mission is to tease readers to go beyond purely pressing the "buy" button.

www.ithk.com

Read the full version of this article at

www.wearglobalnetwork.com

CELEBRITY-ENDORSED BRANDS: A SAFE HAVEN?

Shamin Vogel

BRANDS USING STARS TO INCREASE THEIR REACH IS OLD NEWS. THIS TRIED AND TESTED MARKETING TOOL IS GAINING EVEN MORE INFLUENCE IN OUR SOCIAL MEDIA AGE. BUT ARE CELEBRITY-ENDORSED COLLECTIONS A SAFE CHOICE FOR RETAILERS IN THESE DIFFICULT TIMES?



YEEZY Season 3

Model and influencer Gigi Hadid is developing a capsule for **Tommy Hilfiger**, **Guess** has announced a collaboration with rapper A\$AP Rocky, and Alexa Chung's collection for **M&S** will arrive in stores in April 2016: celebrity-endorsed collections are on the rise.

Evelyn Hammerström of **Jades** – a store famous for picking celebrity collections out that enjoy great sell-throughs – explains: "Our customer attaches a lot of importance to the high fashion factor. If a cool brand is combined with a well-known name, the sales possibility is high."

Both Jades and department store **Selfridges** agree that a celebrity brand's success is nowadays dependent on its social media outreach. A recent example is the **YEEZY** collection by Kanye West and **adidas**:

the affordable footwear offering sold out within days when the first collection hit Selfridges' shop floor. Considering that Mr. West has 18.6 million Twitter followers and his wife Kim Kardashian 60 million subscribers on Instagram, it is no wonder the product instantly acquired must-have status.

Similarly, when Pharrell Williams announced his part-ownership of **G-Star**, within a few hours his post gained more than 40.000 'likes'. Such recognition elevates the brand name and, ultimately, helps the retailers that stock it.

Nordstrom acknowledges this: apart from establishing itself as partner of choice for existing celebrity brands, such as Sarah Jessica Parker's **SJP Collection**, it recently launched a year-long collaboration between its in-house brand **Chelsea28** and style

icon Olivia Palermo, highlighting: "We know our customers look to her for fashion inspiration."

Ultimately, as a spokesperson for Selfridges points out, the success of a collection is dependent on its originality and quality. Hammerström explains: "Authenticity, a high fashion profile and sales potential are deciding factors." She refers to the impressive sell-throughs of 'celebrity' labels, such as **Victoria Beckham**, **Elizabeth & James**, **William Rast** founded by Justin Timberlake, and **Stella McCartney**. Their success stories show that a well-managed brand, in combination with an endorsement from a celebrity who has the power to influence millions, has commercial appeal and is indeed a stable option to fall back on in tougher times.



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mustang-jeans.com

ART & CRAFT FOR FOOTWEAR OF THE FUTURE



PAULA CADEMARTORI

Launched a year ago, **Paula Cademartori**'s footwear collection translates various inspirations into a strong graphic impact: a sophisticated mixture of deep shades, fine materials, multiple textures and exclusive details, such as 3D knots, jewel gemstones and soft fur elements. In an explosion of color blocks and patchwork motifs, the palette ranges from the natural shades of Amazon Green, Dark Mustard and Pastel Blue to the bright colors of Raspberry Sorbet, Cherry Ruby and Red Lips.

www.paulacademartori.com



AATSU III

Ukrainian footwear brand **AATSU III** brings unique techniques and materials into shoemaking. All the models in its 'RAZOR1' collection incorporate an ultra-thin layer of slate stone, rendered elastic and flexible by innovative technologies. Each stone layer has a singular pattern, organically created by nature over the years, thus rendering every pair of shoes unique. The intricate, precise geometric lines of the shoes are made possible by laser-cutting. AATSU III will be available for buying appointments during Paris fashion week.

www.aatsu.com

LA MARTINA

La Martina's footwear collection stems from the brand's desire to create classic and elegant shoes while remaining original. The 'Cortos', iconic La Martina boots, are rendered in naturally aged materials. Warm, earthy colors typical of the autumn season are combined with a palette of deeper, richer tones, from Burgundy to Green Forest. The new model of this season is the 'Running Vintage': timeless and refined.

www.lamartina.com



DIADORA HERITAGE

The wise use of materials borrowed from the sartorial world continues to be one of the distinctive elements of **Diadora Heritage**, which has made the blend of high-end lifestyle details and unexpected fabrics the leitmotiv of their collections. In their A/W 2016/17 collection, themed 'Bright Protection', Diadora Heritage mix technological elements and architectural forms with typical winter fabrics, such as wool, tartan and felts, creating shoes that are as comfortable as sneakers but have a classical elegance.

www.diadora.com





WHERE
MOUNTAIN
MEETS
SKYSCRAPER

See you at SEEK, 28. - 30. June 2016

Boxfresh
CELEBRATE FUSION

BLAUE

Blauer shoes collection, produced and distributed by Bridge Srl, is going from strength to strength. The 'running' model, a bestseller from last winter, has been updated, with new elements such as vintage leather added to the classic suede. Building on the tremendous success of the S/S 2016 collection, the latest sneaker line includes new winter styles that take on some of the fashion details of the 'running' collection, such as camouflage prints. The new addition for men is a tennis model, offered in two different versions.

www.blauer.it

**LACOSTE**

Lacoste welcomes winter in the city with a collection that unites René Lacoste's sophisticated tennis heritage with the modern demands of urban endeavors. The men's 'Turbo' model encapsulates the timeless luxury of Lacoste's heritage with its signature casual elegance. The minimalist approach aimed at urban explorers continues in the women's model 'Joggeur Lace'.

www.lacoste.com

**PHILIPPE MODEL**

French designer **Philippe Model** brought his vibrant style to Paris in the 1980s, starting his eponymous label. Since 2008, the brand has been thriving under the creative direction of eclectic visionary talent Paolo Gambato. The A/W 2016 collection is bold and emotive, with vibrant color contrasts as well as silver, gold and bronze accents highlighting the streamlined, airy designs of daywear and running shoes for men and women.

www.philippemodel.com

VOILE BLANCHE

Voile Blanche goes back to the very essence of the sneaker, a symbol of the male wardrobe. Along with a new version of 'Liam', the brand's iconic model, there are also new constructions where military influences are mixed with details inspired by sports and technology. Materials are technical but never too 'cold' or clinical. Classic nylon is replaced by hand-discolored Lycra; the newest fabric is a technical canvas made of semi-gloss fiber coupled with matte leathers.

www.voileblanche.com

**ABCENSE**

Founded in Taipei, Taiwan, in 2012, the brand **Abcense** attempts to marry art and footwear. In their collections the creative duo Yoyo Pan (fashion design graduate from RMIT University in Melbourne) and Jhuosan Wang (industrial design graduate from Tatung University in Taipei) express their passion for architecture and industrial components. The latest collection was inspired by the architecture and history of Rotterdam, hence the metal heels, clean and geometrical details and cool color palette.

www.abcense.com

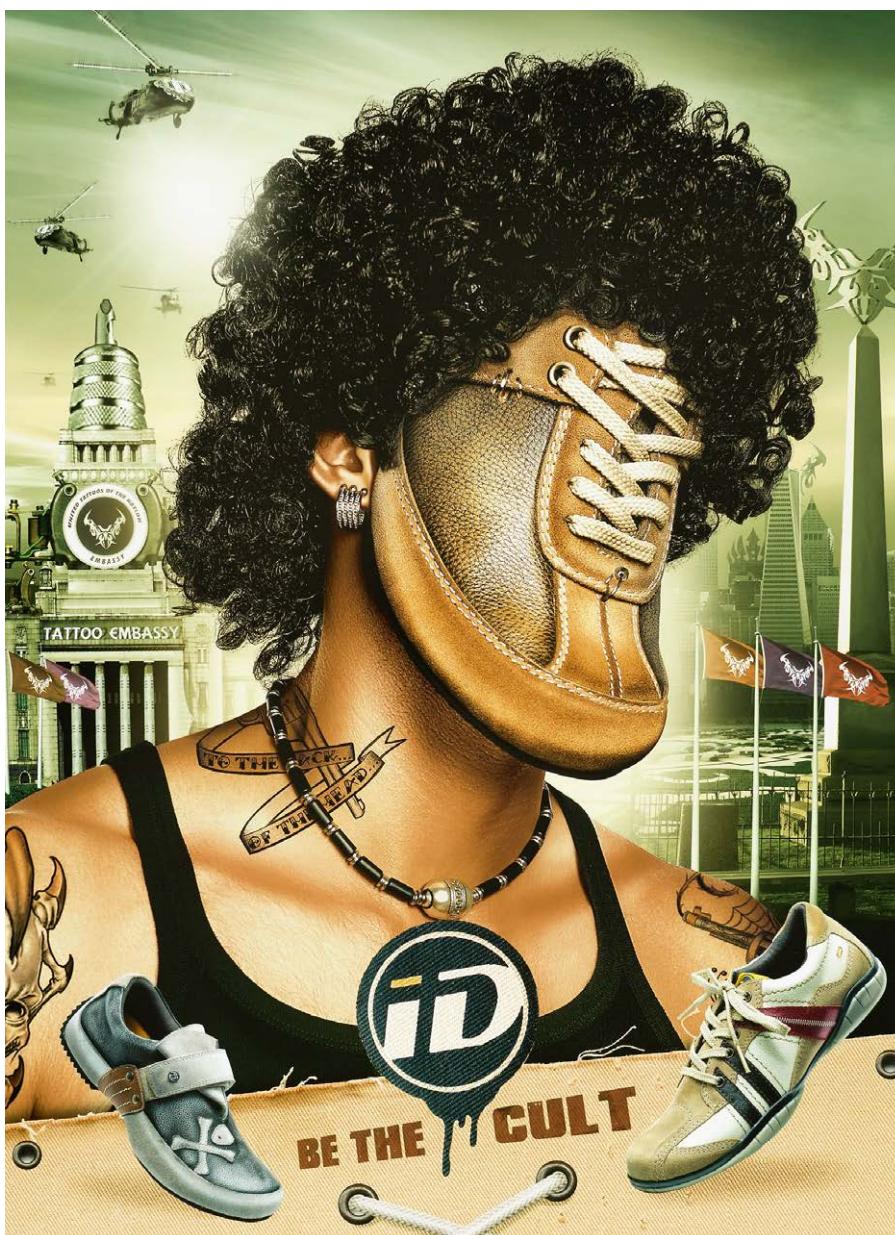


diadora
HERITAGE



HERITAGE.DIADORA.COM

make
it bright



SNEAKERS. DESIGN FOR FAST FEET

Esther Stein

Hamburg's Museum of Art and Industry is turning its attention to the fashionable side of the common sports shoe. Running until August 28, 2016, the exhibition **Sneakers. Design for Fast Feet** charts the evolution of the sneaker – from a conventional gym shoe to an exclusive fashion accessory. The highlight will be a range of coveted collectors' items and the story of their rise to fame. With roughly 100 posters and printed promotional materials from around the globe, the exhibition captures the creation and ascendancy of these rare models, starting with hip-hop band Run DMC ('My Adidas', 1986) and basketballer Michael Jordan (**Air Jordan**, from 1985), celebrities who gave birth to sneaker culture in the 1980s. The exhibited designs, produced by young illustrators, designers and photographers, offer an unconventional approach to product advertisement, playing with what audiences are used to seeing and thus appealing to their covetous desires. Private collectors will also provide the museum with rare models from their collections, such as the 'Nike Sock Racer' from the 80s, a predecessor of the 'Free' sneaker,

an original Olympic running shoe produced by the Dassler brothers' shoe factory in 1936 and a handful of designer models created by adidas in partnership with **Yohji Yamamoto**, **Rick Owens** and **Jeremy Scott**. When choosing specific styles, curator Jürgen Döring not only honed in on the shoe, its design and the high-tech materials used to make it, but the items' substantial appreciation in value. Visitors can also learn how collectors manage to acquire such rare sneakers, what makes these specimens so unique and why enthusiasts are prepared to pay sums far higher than the actual retail price.

Sneakers. Design for Fast Feet

Until August 28, 2016

The Hamburg Museum of Art and Industry

www.mkg-hamburg.de

RUN FASTER THAN YOU CAN



SUN68.COM

SUN68 SNEAKERS COLLECTION



BOXFRESH: URBAN FUSION

Shamin Vogel

Boxfresh, a brand name inspired by the idea of a pair of shoes coming straight out of its package – ‘fresh out of the box’ – started its existence in 1989 in London. The brand has always been associated with creativity, innovation and urban inspiration. Under the umbrella of the **Pentland** group, renowned for their portfolio of some of the world’s best sports, outdoor and fashion labels, Boxfresh has grown and become more focused. Eventually, the brand stopped all apparel production and is now concentrating solely on men’s footwear: a bold, yet forward-thinking move, as footwear has been the core strength of Boxfresh from the very start.

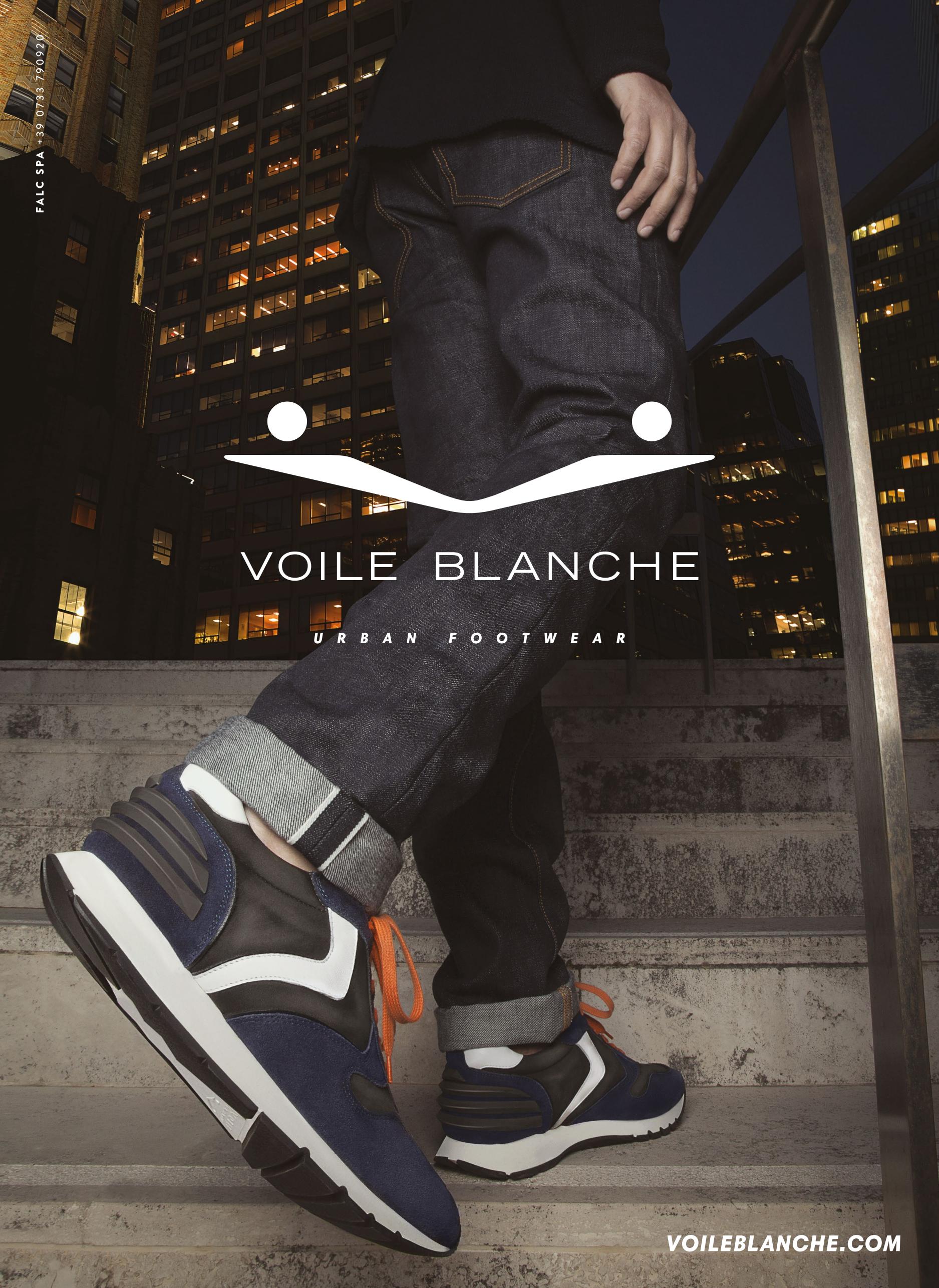
The Boxfresh shoe has a unique design, made for the modern urban man, which is understated yet unmissable due to the use of unique, though simple, detailing.

The theme of the coming seasons is Fusion, a reflection on the brand’s roots: Boxfresh founders started by selling vintage T-shirts with edgy new prints at the

famous Camden market in London, combining the old with the new. The upcoming collection – for summer as well as for next winter – will be driven by this sense of fusion in a bid to create unexpected new possibilities. The shoes will be inspired by an ever-evolving city, where Boxfresh footwear is constantly reinvented in order to stay fresh and relevant.

The collection will be distributed internationally, but has a focus on the D-A-CH (Germany, Austria and Switzerland) region. There, sales will be managed by Robert Stöckl and his team, who already successfully handle the distribution of **Lacoste Footwear** in this market.

With the creativity of key styles and big accounts as a customer base, such as **Bartu**, **Sutor**, **Görtz** and **Potthoff**, Boxfresh has a bright future ahead. www.boxfresh.com



VOILE BLANCHE

U R B A N F O O T W E A R

VOILEBLANCHE.COM



Balmain

THE COLD SHOULDER

Nia Groce

This season, the shoulder is doubtlessly the 'erogenous zone' of fashion. Autumn/Winter 2016 womenswear shows suggest that the time and place to show off the shoulders is anytime, anywhere. Across the board, from **Dolce & Gabbana** to **Balmain** to **Valentino** and more, designers were influenced by the sensuality, flirtatiousness and femininity of the shoulders, offering a new take on the long-running free-spirited 70's trend, and ran the gamut of looks from day to night.

Marc Jacobs sent down gothic, voluminous ball gowns complete with Elizabethan collar necklines fit for a gothic princess heading to the ball. **Balenciaga**, on the other hand, offered an upscale office approach, with looks consisting of structured pleat skirts and conservative neutral-colored tops, though the shoulders still

managed to make an appearance. For the ethereal, light-hearted take, **Chanel** and **Alexander McQueen** emphasized the shoulders with delicate, tiered ruffle dresses.

Major retailers have already begun incorporating the trend, leaning more towards an informal take on a large range of Bardot-style tops, dresses and jumpsuits. Bohemian-inspired, off-the-shoulder and cut-out shoulder tops and dresses dominate, with a few styles having been allotted to fill the party/dressy need. However, styling is consistently casual; items such as denim palazzo pants and frilled maxi skirts complete the look for many of the shoulder-baring designs. With the trend having already profusely infiltrated retailers globally and proven to be a staple for A/W 2016, the cold shoulder looks to be heating up for seasons to come.



AVANT TOI

www.avant-toi.it

WOMENSWEAR LABELS TO WATCH



DONNAH MABEL

The new womenswear label **Donnah Mabel** is the result of a collaboration between the long-standing Japanese textile trading company **Takisada Osaka** and **Fake Showroom**, an incubator for up-and-coming creative talent. Designer Miyuki Kitahara studied at England's Bournemouth Arts University and gained experience at **Hussein Chalayan**. The brand's first collection is both feminine and minimal, and incorporates just the right amounts of gothic and military motifs. Thus, there is outerwear lined with numerous dot buttons, tops featuring 3D metal flowers, bags shaped like water bottles, and other accessories that are weird and wonderful yet wearable. The shoes were created in collaboration with **Masaya Kushino**, a shoemaker extraordinaire who counts Lady Gaga among the fans of his opulent and bizarre work. Retail prices for outerwear start at 810 EUR and shirts from 240 EUR. This brand, which has received a lot of press coverage in Japan, is developing with a focus on multi-brand boutiques and considering overseas expansion for Spring/Summer 2017.

www.donnahmabel.com



GAUCHÈRE PARIS

Marie-Christine Statz's Parisian prêt-à-porter collection, **Gauchère**, is full of contrast but her extensive and impressive fashion background is not. Educated at Parsons School of Design in New York, she designed for **Narciso Rodriguez** and **Diane von Furstenberg** before blazing her trail in Paris, receiving a special qualification in Haute Couture at the Ecole de la Chambre Syndicale de la Couture Parisienne. Marching forward, Marie-Christine debuted Gauchère at Paris Fashion Week, S/S 2013, and was a finalist for the prestigious ANDAM award in 2014. Gauchère's aesthetic is centered on contrast, structure and a garment's architecture; the sometimes straight, sometimes voluminous shapes and sizes that, when juxtaposed, form perfect harmony. These principles hold in the S/S 2016 collection with newness taking shape in slits and openings throughout, and contrast colors of black, white, electric blue and orange. Chunky knits and soft sweaters feature lace and Bouclé – a new fabric with woolen loops on a nylon grid, furthering the 'simplicity and reduction' concept. Gauchère holds a global footprint, selling to stores including **Le Bon Marché**, **Opening Ceremony** and **10 Corso Como**, among others.

www.gauchere-paris.com



NABIL NAYAL

Historical references and the use of the latest technologies are at the heart of British brand **Nabil Nayal**. Syrian-born, Nabil El-Nayal moved to England at the age of fourteen and later won the prestigious British Fashion Council award that enabled him to study at the Royal College of Art. Nayal's obsession with the Elizabethan era can be seen through his use of pleats, dramatic constructions and powerful silhouettes. In 2010 he became the first fashion designer to use 3D printing. At present he is undertaking a doctorate, researching how 3D scanning can become integral to the design process. Nayal's signature approach, based on juxtaposing the past, present and future, gained him the support of many notable industry heavyweights and instigated collaborations with Christopher Bailey at **Burberry Prorsum** and with **River Island**. The brand made its London Fashion Week debut in 2011 and was shortlisted for the prestigious LVMH Prize in 2015; Karl Lagerfeld, who saw the nominated collection in the LVMH showroom, highly appreciated the craftsmanship of his garments. The brand is currently sold in the Middle East, Hong Kong, New York and London.

www.nabilelnayal.com



www.lieblingsstueck.com



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PICCIONE.PICCIONE

Angela Cavalca



Sicily-born Italian designer Salvatore Piccione reveals an intense sensitivity and passion for detail which he translates into complex colorful patterns throughout his collections. Focusing on femininity and pure natural beauty, he strives to emphasize women's shapes with prints and graphics inspired by nature and architecture.

Piccione's research on decorative elements started after his graduation from IED in Rome in 2008. Early in his career, he worked as a print designer with **Mary Katrantzou** and was involved in projects with **Swarovski**, **Topshop**, **Pablo Bronstein** and **Longchamp**. In 2012 Piccione worked as a freelance print designer at **Céline** and **Hobbs** in London. That same year, he launched his own womenswear brand **Piccione.Piccione**. His outstanding, eccentric talent for prints, embroidery-

ies and colors earned him the 'Who's on Next? 2014' prize. These key elements were further developed in his latest A/W 2016 collection presented during Milan Fashion Week.

Love is the fil rouge of the seductive mood that underpins innocent embroideries of balloons, hearts and flowers placed on long, sophisticated shirt-dresses. Alongside these, prints and 3D patterns define graphic motifs on light silks, while impalpable lace and tulle dresses create a contrast with the outerwear's wool and tweed fabrics. The total-look collection, which also features integrated knitwear, jeans and lace-up flats, was very positively received by Italian and international buyers who appreciated the brand's evolution.

www.piccionepiccione.com

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WGSN

KEY TAKEAWAYS FOR S/S 17 WOMENSWEAR

Sara Maggioni, WGSN Director of Retail and Buying



Volume and oversized silhouettes: Long Sleeved T-Shirt – Marques Almeida, A/W 16



Boho and 1970s: Contemporary Shacket – Paris Fashion Week



Boho and 1970s: Micro Flare – Nina Ricci, A/W 16

"The trend towards staple casualwear items elevated to fashion status continues, fueled by the ongoing obsession with all things 1990s, while glam resortwear looks and peasant dresses remain important for high summer. The cross-pollination of casual and formal looks remains a key direction for styling, filtering through from the menswear market."

Every season, WGSN publishes the Buyers' Briefings across all product categories to provide a comprehensive guide to support buying and range planning. We use a combination of very different sources to help achieve the right balance of newness and commerciality.

For S/S 17 womenswear, the key takeaways and themes coming through for the season are:

Volume and oversized silhouettes continue to make their mark across product categories, with 1990s references remaining one of the key sources of inspiration.

Boho and 1970s themes continue for commercial festival and summer deliveries, while S/S 16's ubiquitous romantic and feminine looks ease off, giving way to a more balanced mix that includes urban and sportswear influences. Minimalist themes and a pared-back aesthetic filter through for items such as bomber jackets, utility 'shackets' (shirt-cum-jackets) and shirt dresses.

Tapping into the Encounter Culture macro-trend, inspired by global travel, items such as lightweight palazzo pants, glamorous jumpsuits and flowing

dresses become particularly relevant for high summer and resortwear collections.

Fabrics and details play a key role in a season centered on casual, classic items – elevating them to fashion status, with deconstructed and redone looks featuring heavily.

Commercial color winners such as cosmetic tones, florals and print stories continue to drive the offering, with bright blues and digital tropical offering seasonal updates.

www.wgsn.com

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SEE NOW, BUY NOW – OR LATER?

Esther Stein / Shamin Vogel

PLANNING FOR NEXT YEAR'S PRESENTATIONS HAS BEGUN. THE IDEA: IN-SEASON SHOWS TO PREVENT COPIES AND STAVE OFF BOREDOM. CAN IT WORK?



Burberry

In September **Burberry** and **Tom Ford** will showcase their current menswear and womenswear Autumn/Winter collections. **Gucci** will also be hosting mixed gender shows, as of S/S 2017. **Tommy Hilfiger** will reveal his A/W 2016 womenswear to the press at the same time as showcasing his S/S 2017 collection to buyers. Styles by Tom Ford, Hilfiger and Burberry can be found in store after the show; Gucci will make consumers wait six months. Four brands, three new approaches.

Social media means fashion show images are disseminated instantaneously. Meanwhile styles take four to six months to appear in stores – when the excitement has died down. As many experts are calling for reform in the fashion industry, America's Council of Fashion Designers (CFDA) arranged a study on the future of New York Fashion Week. Private previews for buyers and larger-scale press events at the start of each season were the recommendations.

France and Italy's fashion councils reject the 'buy-now' model. Some designers, such as **Miuccia Prada**, **Raf Simons** and **Karl Lagerfeld**, have voiced their misgivings. Others, such as **Diane von Furstenberg**, **Rebecca Minkoff** and **Jason Denham**, believe it's the way forward. Denham says: "We can't stop progress (and shouldn't). The only question is are we ready to break the routines?"

The shift shouldn't be problematic for large brands with their own stores. Small labels look set for a rougher ride: two events are expensive; producing without any pre-orders extremely risky. Or an opportunity: "They have to stand out from the crowd. The most talented will reinvent themselves," says menswear buyer Alice Feillard at **Printemps** in Paris.

Similarly, many retailers have also welcomed the idea – providing they are able to view and pre-order collections: "The retailer acquiring a surprise package, without being able to return it, won't work," explains Florian Braun, CEO of the fashion retailer **Unger** in Hamburg. CEO of Chinese group **Duier**, Ivan Chan, fears that this will only boost fast fashion's appeal. Buyers should act as facilitators: "Rather than simply buying from brands, we have to provide them with new inspirations gathered from our customers."

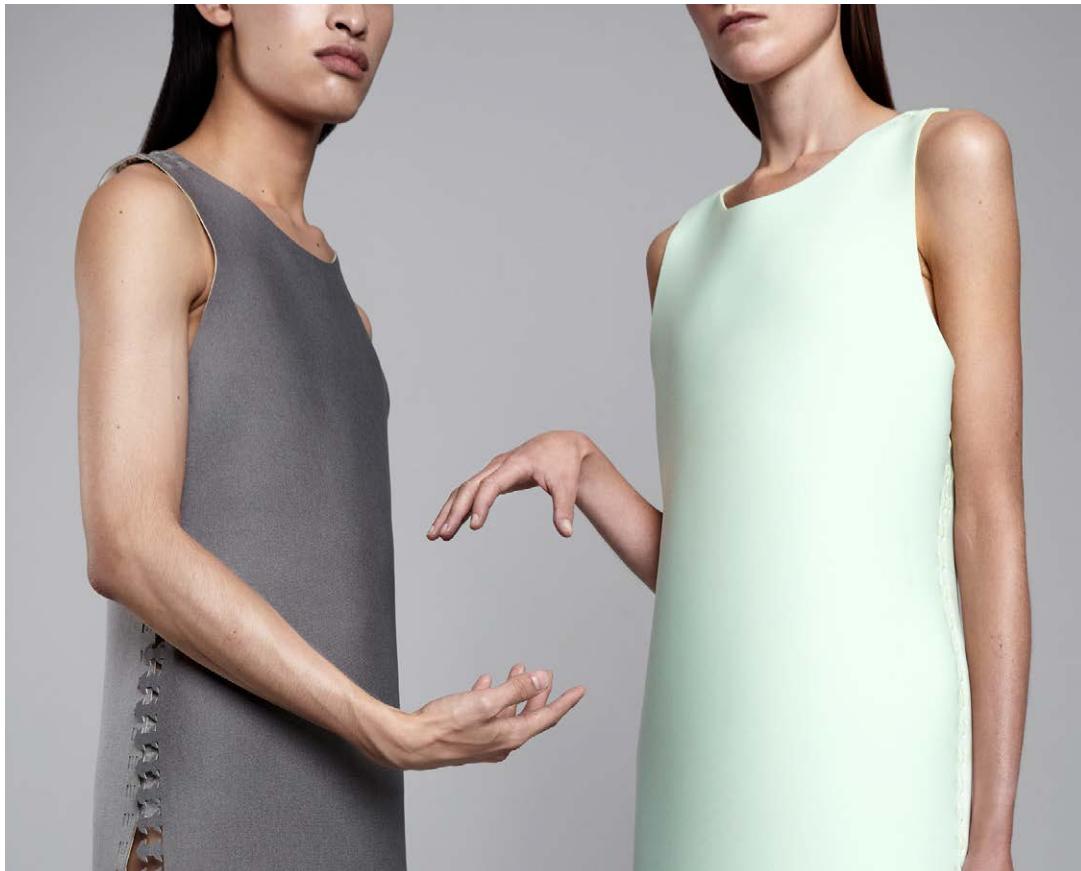
This raises numerous questions: are in-season shows as attractive as previews? Will creativity suffer as a result of only sellable styles being presented at end-consumer shows? And how can buyers maintain an overview with so many different types of presentation? Burberry CEO Christopher Bailey notes: "We do not have the answers to everything. We are going to be learning as we go." As will the rest of the industry.

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CO-CREATIVE INSTINCT

Tjitske Storm / Jana Melkumova-Reynolds

RETAILERS AND BRANDS ARE SEEKING TO INVOLVE CUSTOMERS IN DESIGN AND PRODUCTION, FOSTERING MORE INTIMATE AND MEANINGFUL RELATIONSHIPS WITH CONSUMERS, WHILE ALSO REDUCING WASTE AND CARBON FOOTPRINTS.



Post-Couture Collective

Burberry was one of the first labels to tap the co-creation phenomenon. Back in 2011, it launched **Burberry Bespoke**, an online project where customers design their perfect **Burberry** trench, choosing the colors, fabrics and trimmings.

Today, some projects offer the consumer an even more hands-on approach. **Post-Couture Collective** develops fashion concepts that are easy to assemble by the end user. Customers have two options: to receive the garment as a construction kit and put it together at home, or to download the digital design pattern and laser-cut the garment in a local 'Makerspace', a workshop that gives individuals access to high-tech machinery. Another Dutch label, **Pulp Fabrics**, debuted last year with a similar DIY concept, complemented by a retail space where visitors could purchase materials and patterns and assemble the items on the spot with the help of professionals.

Multi-brand retailers, too, are opening up to the idea of bringing design, production and consumption together. In January, London's **Selfridges** and label **Unmade**

installed a knitting machine on the store's 3rd floor as part of 'Bright New Things', a project celebrating young sustainable fashion. **Unmade** produces on-demand pullovers and scarves, using advanced technology that allows customers to digitally disrupt the color, pattern and scale of pre-made designs, before sending the end version to the knitting machine and seeing their garment made in the store. The business potential of **Unmade** has already been recognized: José Neves, the founder of **Farfetch.com**, and Carmen Busquets, the original backer behind **Net-a-porter**, have invested in the brand.

Involving customers in design and production has multiple benefits for all parties. It reduces the number of unsold garments and gives stores and brands new opportunities to create a feeling among customers that what they are purchasing is unique. On-demand in-store production also means zero storage and transport expenditure for the retailer, making co-creative projects a cost optimization technique that just happens to have great PR value, too.



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Kuznetsky Most 20

RUSSIA

Maria Konovalova

A SNAPSHOT OF THE ECONOMIC CRISIS

2015 was a tough year for fashion businesses operating in Russia. After the collapse of the rouble and a major economic downturn, a number of labels left the market. However, there are positive sides to the crisis: Russians are now refraining from trips abroad – and are taking shopping trips instead. The reality is setting in: this will be a long-term crisis that requires a new spending behavior.

Changes in consumer preferences impact on retailers' buying patterns. Despite the weak rouble, this does not necessarily mean going for lower price points – rather, sticking to tried and tested labels, even if they are far from conventional. "We are relying on our all-time bestsellers, and in their case, the price does not matter," comment the staff of **Kuznetsky Most 20** in Moscow. "People still queue to buy truly unique designers: **Gosha Rubchinskiy**, **Vetements**, **Raf Simons** and **J.W.Anderson**."

Reduced rents have motivated foreign mono-brand newcomers, such as **Jil Sander**, **Navy**, **Aigle**, **Henry Cotton's**, and instigated the opening of locally owned multi-brands: shoe store **Porta 9**, concept store **Nebo** and jewelry store **Saharok**. Some businesses view the crisis as an opportunity: Porta 9 has also launched its own mid-price shoe line, and Kuznetsky Most 20 has begun worldwide shipping of purchases made via their e-shop, expanding their reach internationally. In addition, they have introduced a system of pre-orders which protects their customers from the fluctuating exchange rate and also stabilizes the store's cash flow.

CHINA

Yanie Durocher

E-COMMERCE TAX ON CROSS-BORDER PURCHASES

As of April 2016, new tax rates of around 12% have been enforced on e-commerce cross-border purchases in China. This is both a challenge and an opportunity for online businesses specialized in imported goods: on the one hand, some of them may need to lower their margins and review their pricing strategies to keep their current customers shopping; on the other hand, the legislation may balance out the competition between registered businesses and the gray market: the 'daigou' sellers, unofficial importers involved in C2C distribution. These sellers operate as personal shoppers, reselling items they purchased abroad to Chinese individuals via Wechat and/or Taobao platforms at competitive prices, thus undermining official fashion e-businesses. Through declaring the goods as 'personal', daigou previously paid little or no tax on the goods they shipped to China to resell.

"If the audience [of an e-commerce site] is highly price-sensitive, this will significantly enhance the platform's total investment [in order to keep their margins lower]. But if the customer is a value pursuer seeking quality goods, an increase in price will not be a vital element and will not alter their purchasing decision," says Mabel Yao, CEO of Glimpse PR, an agency creating online-to-offline solutions in China for international fashion brands. "This will positively drive the value competition to a next level."

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COOL ITEMS FOR CONCEPT STORES



CASHMERE DOC FINE CASHMERE SHAMPOO

Going against the grain of contemporary throwaway culture, German company **Cashmere Doc** is dedicated to rescuing some of your dearest items: cashmere products that have been affected by wear-and-tear or annoying moths. The company's services include full and flawless repair of cashmere within a few weeks by a 'cashmere doctor or surgeon'. They also offer cashmere care products that keep the delicate fabric 'healthy' and prevent further damage. One such product is the **Nº1 Fine Cashmere Shampoo**

Olive, 100% organic and 100% vegan. It contains lavender oil that gives the garment a pleasant smell while also acting as an antiseptic. The shampoo can also be used for wool, silk and other fabrics. The price for 100 ml of this fine washing supplement stands at around 9 EUR.

www.cashmeredoc.de



FREYGEIST ULTRA-LIGHT E-BIKE

Combining exquisite premium design with smart engineering, the new hybrid bicycle by German start-up **Freygeist** responds to the demands of modern mobility in large cities. It looks like a bicycle, it's as light as a bicycle and it rides like a bicycle – until you push the button. Then it transforms into something else entirely: the motor, hidden in the rear hub, and the battery, fully concealed in the down tube, have the capacity to convert this e-bike into a powerful vehicle. Weighing only 12 kg, with a 250-watt ultra-quiet hub motor and the power to reach distances of up to 100 km due to its low weight and low rolling resistance, Freygeist is redefining urban mobility. The suggested retail price is 3,990 EUR.

www.freygeist-bikes.com/



DANESON THE LUXURY TOOTHPICK

If you thought a toothpick was just a tiny throw-away piece of wood, think again. Canadian company **Daneson** is determined to re-invent the toothpick as an item of utmost quality. Their toothpicks are flavored, infused with essential oils and liquor, with notes changing from batch to batch – "much like fine wine", the company says. Flavors include Mint, Lemon, Ginger Honey, Cinna-Mint (Cinnamon and Mint), as well as Single Malt that features Islay scotch and Bourbon, which is infused with Kentucky straight bourbon. While using high-quality birch wood, the company gives back: for every tree they use, Daneson plants one hundred trees. The toothpicks cost between 19.99 and 39.99 USD (depending on the flavor) for a 4-pack, where each pack includes a minimum of a dozen. As you may have guessed by now, Daneson also provides leather cases to hold the packs.

www.daneson.com

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TRUE RELIGION

True Religion, the premium jeans label famous for its branding, stitching and the jovial Buddha image, is reinventing itself "through innovation and the use of details" while still maintaining its "distinct product codes", as Rosella Giuliani, Head of Product, told **WeAr** in an interview. She added: "We want to be a brand for everybody but put denim first." Indeed, True Religion's updated product range focuses on all things denim: shirts, skirts, dresses, jackets and so on – and also experiments with knitwear. Last month saw the launch of the brand's new bag collection; belts and a men's underwear line have been introduced into the mix, too. "We want to put the fun back into the brand and not take ourselves too seriously," says Giuliani.

True Religion strives for the artisanal feeling, interpreting the vintage trend, while the bohemian spirit, inherent to the brand's identity, shines through in trims and patches. The new jean fits include 'Jenny' – a flattering and sexy curvy fit for women. Meanwhile, the new men's athletic fits respond to the athletic body shape.

Giuliani's advice on what True Religion items to stock? The best option is to go for basic jeans, with their great fit, fabrics and feel, and place them next to crazier, iconic True Religion pieces. This product mix never fails to catch consumers' attention and is a bestselling combination in True Religion's numerous own stores.

www.truereligion.com

DIFFERENTIAL BRANDS GROUP

To take a brand to the next level, one needs management advice as well as financial resources. **Differential Brands Group** (DBG), run by CEO Michael Buckley, is a great example of how brands can grow if the right partner steps in.

Buckley is an industry veteran who earned his first credentials building up **Diesel**'s US business. He then propelled the expansion of **True Religion** and **Ben Sherman**, before getting involved with DBG. Here, he started by elevating the shirt line **Robert Graham**, giving it a global exposure: profits went up significantly. Next, he added **Hudson**, which then belonged to **Joe's Jeans**, to the DBG portfolio, making the two labels independent again.

He is now pushing for Hudson to expand globally, working closely with the brand's much-lauded founder, Peter Kim. "I like to acquire brands where the founder stays in the company, so the heart and soul of the brand are kept intact," Buckley stated. "Only as a team can we achieve the success we aim for."

Buckley's mission is to form a platform similar to LVMH for premium brands with global expansion potential. Further acquisitions are on the cards. Knowledgeable investors and a great management environment like DBG: a good way for labels to weather today's challenges.

www.differentialbrandsgroup.com



INNOVATE AND EDUCATE: a mission in the name of the authentic culture of denim

What does innovation really mean? How can a fashion player create not just mere products but brand-new energy for its entire sector? These big questions have always been guides for **ISKO™**, major denim producer and partner of prestigious fashion brands.

ISKO™ takes its responsibility as leader of the global denim sector very seriously. First of all, **ISKO™ is highly committed to the protection of Intellectual Property**, a corporate value that brings it to guarantee the highest standards of quality for the entire fashion sector.

In a world where everything could be mechanically reproduced, according to Walter Benjamin, **ISKO™ chooses to protect its own uniqueness**. Its commitment to research is clearly demonstrated



by the successful concepts **ISKO POP™** and **ISKO FUTURE FACE™**, recognized by the **European Patent Office** as proof of ISKO™'s innovative contribution to the denim sector.

ISKO FUTURE FACE™, the fabric that combines the comfort of sweatpants with an authentic denim look, has been chosen by brands such as Diesel, Moussy, C.P. Company, Gang, Gaudì and Jeckerson, while ISKO POP™, with its shiny and silky touch, is the ingredient behind Esprit and Habitual creations, for example.

This just confirms that ISKO™ is making the right choices in investing in research and supplying the best fabrics to the fashion world.

Innovation is also synonymous with the **capacity to imagine the future**. **ISKO I-SKOOL™**, the **global fashion talent award** conceived by ISKO™ and its style and design center **CREATIVE ROOM™**, is a clear evidence of this long-term investment in the new generations. The third edition of the contest is now **more**

global than ever, involving students from all over the world. From China to Japan, from Australia to UK and Italy, design students are challenged to create original denim garments, following major trends with the help of key sector players.

But fashion is not just a matter of design. For this reason ISKO™ has also conceived a **marketing award**, calling on students to create a strategic marketing plan dedicated, naturally, to the denim sector.

“Our aim is innovate, and innovating means educating”, says **Marco Lucietti**, **Global Marketing Director of the SANKO/ISKO™ division**. “For this reason our global fashion talent ISKO I-SKOOL™ is so important for us: by involving new generations we want to **stimulate growth in the sector**. We help them to create but also to produce their designs industrially, **combining their imaginative outlook with solid pragmatism**. They are our future, we mustn’t forget that”, he concludes.



COLOR TRENDS

AUTUMN/WINTER 2017/2018: IT'S ME!



Exclusively for **WeAr**, color analyst **ready-made** has compiled six future color themes for the A/W 2017/18 season. Despite these uncertain, challenging times of global conflict, the A/W 2017/2018 trends show that life must be enjoyed in all its variety. Each individual mixture of styles featuring diversity is a symbol of courage, confidence, exuberance, self-assurance and attitude.

ATTITUDE

This palette's warm colors exude a reassuring sense of comfort while also being an expression of luxury, opulence and abundance. The combination of striking orange, bold red and wintery pink, mixed with reddish-beige and brown tones, creates harmonious hues that deliver a feeling of careless joy. Between wanton sensuality and masterful elegance; between tantalizing decadence and true dependability; that is where Attitude's worlds unfurl.

UTILITY

For workwear and activewear, but also everyday wear, durability and comfort are a top priority. Cool, calm and thoughtful, the unassuming world of Utility stretches out before us, solely interrupted by an attention-seeking bright neon green. Green-tinged gray tones withdraw, forming the perfect backdrop; dark shades of blue are reminiscent of the world of work, while glowing neon green stands in vivid contrast to this simplified palette.

DREAMY

Dreamworlds are at the heart of this theme. The design is individual, based on tradition and has history and a vintage feel. The darkest brown and milky white frame a mild palette of delicate pastels, punctuated by a vibrant blue. Fresh tones draw unique force from their contrast to the graying autumn mood. Misty pink tones with faded eggplant transmit a sense of nostalgia, transporting us back to the past without feeling dated.

MASCULINE

Power and influence, strength and force are a few of the crucial attributes listed under 'masculine'. Wood and stone, metal and concrete are materials we often put our faith in; powerful lines and stable constructions promise us security. Sober and reliable: these are the colors of the masculine palette. Neutral tones, from bright, rosy ecru to dark brown and black unleash their unique spark through cool and warm shades. We are able to emphasize the masculine or, alternatively, identify the feminine: powerful and hard-headed vs soft and sensitive.

EUPHORIC

This theme captures the radiance of the entire light spectrum. Rich colors such as bright yellow, orange, pink, turquoise and red mixed with lush purple, brass and shamrock green unleash their full splendor, inviting us to play with and to combine them. Their harmony and contrast are the source of endless inspiration.

WESTWARD

The coming together of various cultures leads to an inspiring, spiritual mélange. One example is the large-scale migration to the American southwest which occurred in the 19th century. It's all in the mix: blue and off-white is borrowed from the traditional fabrics of European settlers; green, yellow and red reflect Indian ornamentation; burnt colors are reminiscent of embers and Mexican soil, representing Spanish influences. Here, cold meets warm; old meet New World.

A collection of detailed ready-made color trend analyses is available at:
www.wearglobalnetwork.com/publications



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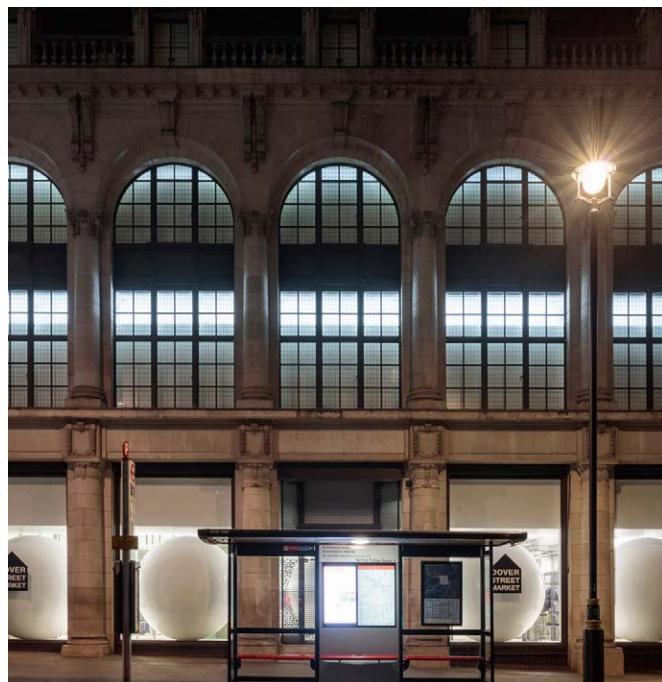
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Interior design: studiojosvandijk

Brands: 3.1 Phillip Lim, 424 on Fairfax, Carven, Champion, Cloth Surgeon, CMMN SWDN, Diadora, Dick Moby, ETQ, Han Kjobenhavn, Highsnobiety, Hypebeast, Jason Markk, Maison Kitsuné, Mendo, Norse Projects, Opening Ceremony, Public School, Puma, Soulland, The North Face, Études Studio, etc.



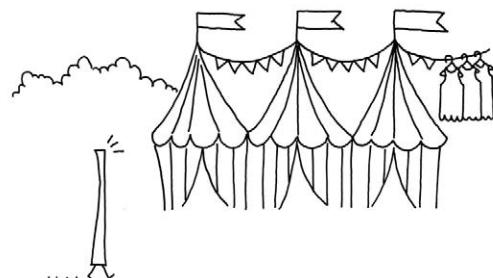








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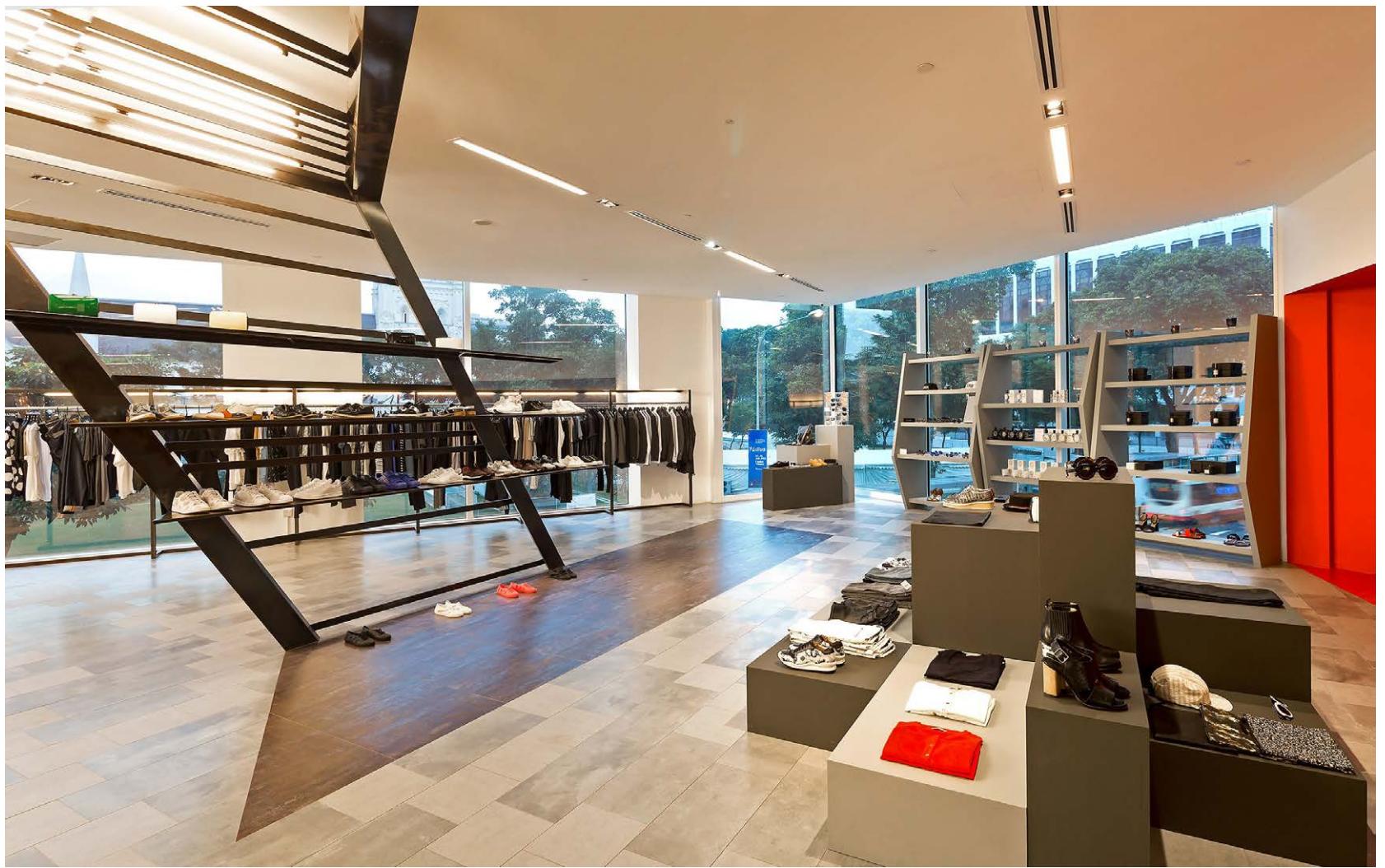
Mail: shawn@manifestoshop.com

www.manifesto.com

Interior design: Yann Follain/WY-TO ARCHITECTS

Brands: adidas Originals, Comme des Garçons Parfums, Costume National, Dptyque, Hope, Ivonovi, Lemaire, Linda Farrow, Mad et Len, Maison Kitsuné, Nike, Opening Ceremony, Preen, Roberto Collina, Thakoon, Timex Archives, U-ni-ty, YMC, etc.











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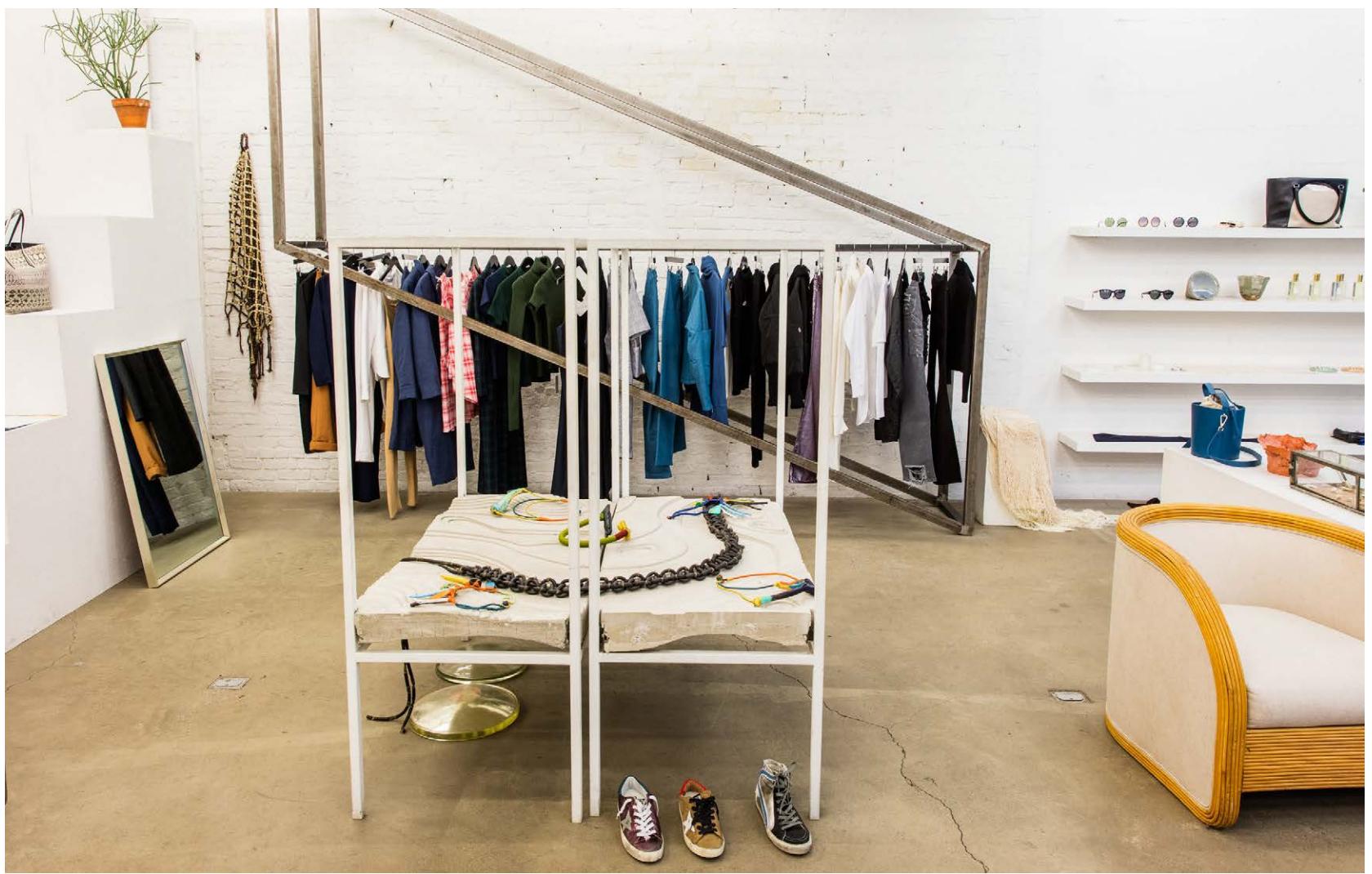
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Interior design: Maryam Nassir Zadeh

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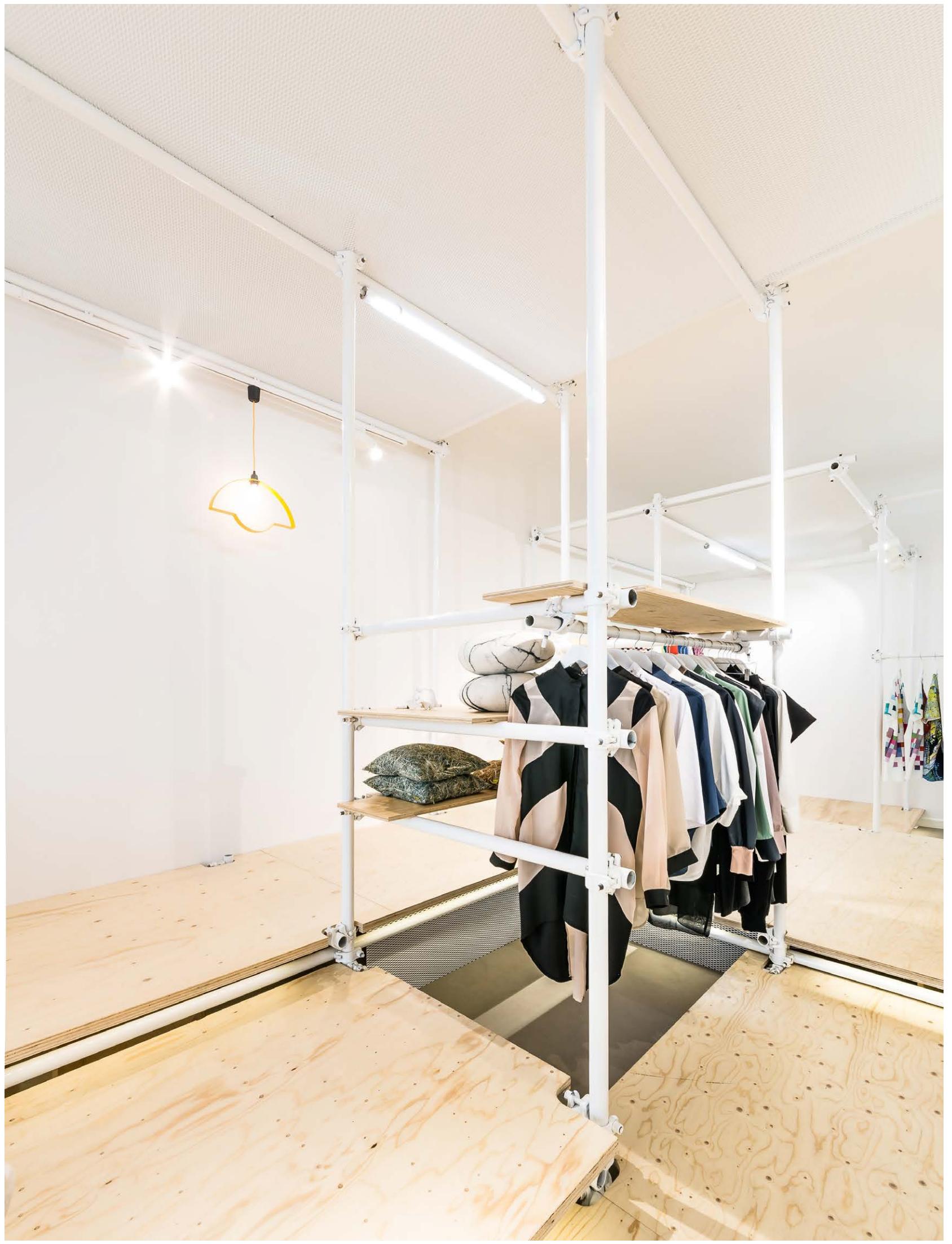
Interior design: studio KONTENT

Brands: Agata Bielen, Damian Kretschmer, Kaaskas, Kulta, Paulsoth, The Odder Side, etc.







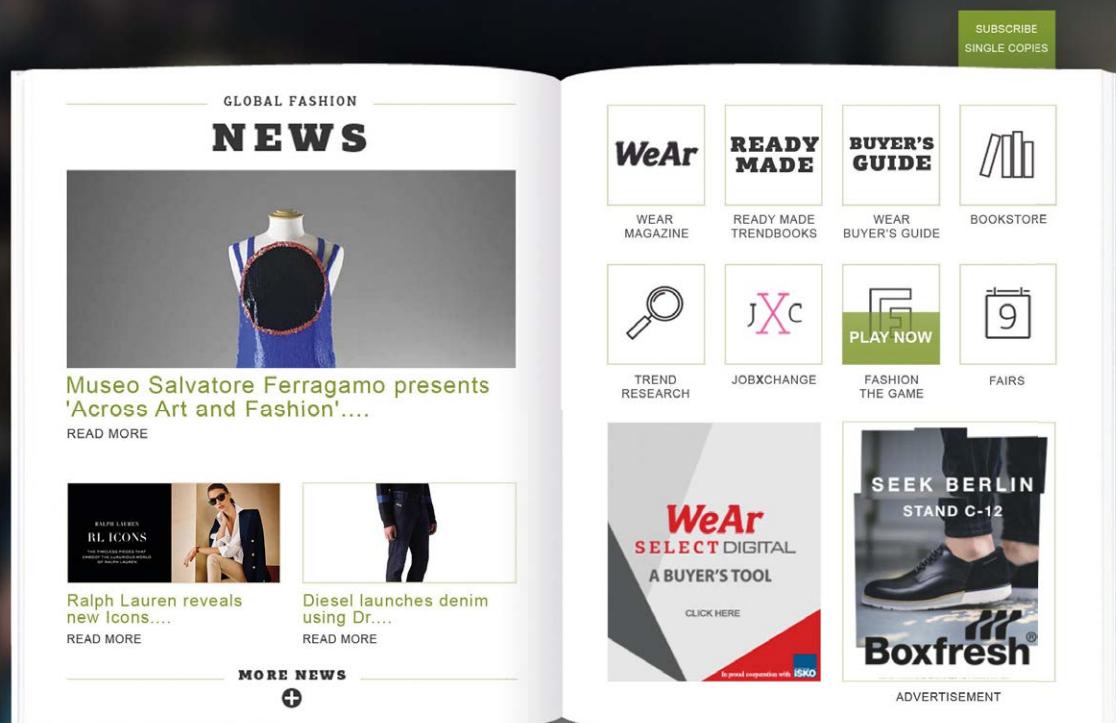






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**BRIAN M. VIVEROS**

California-based artist Brian M. Viveros' hyperreal portraits of cult-worthy heroines draw from the power of the feminine and its reconciliation of vulnerability, beauty and power. His works elevate the iconography of the femme fatale as a powerful emblem of strength and retaliation. His paintings consistently feature doe-eyed beauties with cigarettes or cigars in their lips – always ready for the next fight.

A technical perfectionist, Brian Viveros' oil, airbrush, acrylic, and ink paintings are highly saturated with pigment, luminosity, and depth, while the compositions are poignant and simple. The artist's emphasis tends to be on focal points, such as the eyes, lips, and skin, conveying the subtlety of minute expression and the power of an impaling gaze. The paintings feel cinematic, like haunting stills from a film, owing to their evocative suggestion of narrative and to the iconicity of their subjects. The artist's creative cosmos is beautifully stylized, never derivative, and distinctly recognizable as his own.

Viveros' works have been widely exhibited and celebrated throughout North America and Europe. He has had solo presentations at Art Basel Miami and is part of renowned galleries such as Think-space Gallery.

www.brianmvieros.com

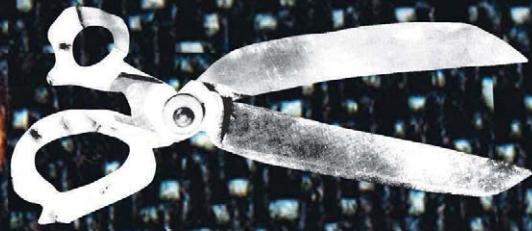
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