

MENSWEAR LABELS TO WATCH



BLACKYOTO

Founded two years ago by Jeremy McAlpine, a German-based fashion entrepreneur who has held executive positions in various sectors of the industry, **Blackyoto** is a line of menswear and womenswear that combines European vintage clothing with traditional Japanese dyeing techniques. McAlpine collects late 19th- and early 20th-century women's garments. He also has a growing collection of menswear pieces: Japanese and Swiss workwear classics, iconic military capes and classic English dress-shirts and raincoats. He sends these items to Kyoto Montsuki and Banba, expert firms in Kyoto, Japan, that specialize in traditional dyeing of the finest kimono fabrics. The technique, which uses ecologically sound black oxide dyeing methods, results in a uniquely deep black that reduces the fabric's light reflecting qualities. It also makes garments softer due to the use of plant matter, rather than chemicals. In Blackyoto's case, it also helps to revive historic pieces that would otherwise have been lost on vintage store shelves. The brand has been snapped up by leading retailers like **Louis** (Antwerp), **United Arrows** (Tokyo), **L'Eclaireur** (Paris) and **Dover Street Market** (London, New York and Tokyo).

www.blackyoto.com



VERENA SCHEPPERHEYN

This German designer only founded her label in 2014, but her unconventional menswear collection has already won several prizes, the most recent being the Premium Young Designers Award 2016. Her detailed designs combine sporty streetwear elements with traditional pattern constructions and experimental textile techniques. After completing a fashion degree in Munich, Schepperheyen developed a passion for menswear when she started working on the men's line for Austrian designer **Ute Ploier**. Schepperheyen finished an MA in menswear at the ArtEZ Institute of the Arts in Arnhem before moving to Berlin and starting her own label. She chose the Japanese concept of 'wabi sabi' for her S/S 2017 collection: "It teaches us that beauty can be found everywhere, and that this beauty often lies in forms that are imperfect or incomplete." Seemingly randomly created prints and embroidery stand in thrilling contrast to exquisite tailoring details on shirts, knitwear and loose-fitting trousers and shorts. In addition to her own workshop, the line is also available from retailers such as **Wolf & Badger**, **Unconventional** and **Not Just a Label**.

www.verenaschepperheyen.com



BLANK ETIQUETTE

Menswear label **Blank Etiquette** was founded by Tosca Wyss in 2015 after she graduated from the prestigious Kunsthochschule Weissensee in Berlin. Tosca is mainly inspired by macro narratives, such as social relations and online globalization, and this is reflected in the bricolage of various cultural references that are characteristic of her work. The A/W 2016/17 collection is influenced by American hip-hop culture: loose silhouettes, funky geometric prints and vibrant contrasting colors, such as orange, salmon-pink and black/white. These are paired with classic tailored pieces, refined embroidery and Asian elements. Her use of unconventional but high quality materials further enhances the 'streetwear couture' aspect of Blank Etiquette. The brand is currently sold via online stores and a few select retailers in Germany, Switzerland and Japan. Only 50 numbered pieces per design are produced to ensure exclusivity and sustainability, which means these collections are also a means of protesting the mass production of fashion. The upcoming S/S 2017 collection includes some womenswear styles, too.

www.blank-etiquette.com