



Mustang

### **MUSTANG** ANKLE ANGLES

For S/S 2017, **Mustang** explores comfortable materials and various pant leg lengths. Modal, viscose and other soft fabrics play a key role, alongside power-stretch, bi-stretch and dual-core denim that often features vintage elements. Pant lengths are dominated by the desire to expose the ankle: think kick-flared ankle cuts with fringed or rolled-up hems, culottes, high-waisted boyfriend jeans and straight legs simply rolled up.

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



Joe's Jeans

### **JOE'S JEANS** 'KINETIC' LINE

In its latest line for men, 'Kinetic', **Joe's Jeans** introduces luxurious soft denim with innovative all-way stretch properties. Complete comfort and impressive recovery features are paired with a look similar to that of authentic rigid denim: jeans from this series stretch without looking stretched out, due to a technology that utilizes two fibers – one that expands and another one that springs back so that the fabric doesn't lose shape. "This may be our best denim yet," says founder Joe Dahan.

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



Pepe Jeans London

### **PEPE JEANS LONDON** THE ARCHIVE COLLECTION

**Pepe Jeans London** used to sell one million pairs of its 'Betty' jeans a month back in 1982. This season, the brand revisits the legendary style, alongside other '70s, '80s and '90s inspirations, in their 'Archive' collection. Rigid, heavyweight denims with a visibly big twill, heavy stonewash with lots of 'salt and pepper' and original 1980s Pepe Jeans logos set the mood. Styles include a tapered-leg dungaree for both men and women, a long high-rise retro skirt, and, of course, the famous 'Betty', reinvented in 12 oz stretch denim.

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

### **FASHIONKODE** BUSINESS MATCHING PROGRAM

Biannual Korean fashion event **FashionKODE**, organized by the Korea Creative Content Agency (KOCCA), will be held in Seoul's Namsan J-Gran House on October 18-20. Apart from a trade show and a catwalk show program showcasing over 70 local design names, a matching program for buyers and brands will be in place, helping international buyers navigate their way through the complex but fascinating world of Korean fashion.

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

### **PRPS** PURPOSEFUL DENIM

Few people know that the brand name **PRPS** stands for 'purpose' – without the vowels. Founder and Creative Director Donwan Harrell, who has previously worked for **Nike**, draws inspiration from his memories of growing up in a coal-mining town, surrounded by old pickup trucks and workers in overalls. His penchant for vintage and authenticity – and for fabrics that look like they have been around oil and grease – shines through the special patina, characteristic of his unique finishes. Retailing at 440-750 EUR, these are high-end jeans for true denim aficionados.

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

### **JAPANESE BUYERS** RESUME PARIS TRIPS

As **WeAr** reported earlier this year, Paris Fashion Week has seen a decline in Japanese buyers' attendance following the 2015 attacks, largely due to insurance reasons. However, S/S 2017 seems to indicate that Japanese stores have resumed their Paris trips: several buying agencies confirmed that their clients would be visiting the French capital in autumn, despite the country's extended state of emergency after the tragic events in Nice. Meanwhile, a growing number of labels that show in Paris are teaming up with Japan-based showrooms to secure their place in that market.