



Mustang



Joe's Jeans



Pepe Jeans London

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

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

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

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

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

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.