

WEAR

A FASHION WORKBOOK
FOR PROFESSIONALS



**TRENDS: MENSWEAR, WOMENSWEAR, ACCESSORY AND COLOR
TOOLS FOR OMNICHANNEL RETAIL
VIRTUAL REALITY IN CHINA
LIFE AFTER WHOLESALE: NEW BUSINESS MODELS**







Calvin Klein

I _____ am it _____ in #mycalvins

James Rodriguez, Footballer

ANNA



Calvin Klein

I love you in #mycalvins

Yung Lean, Rapper

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HAILEY BALDWIN

GUESS.COM ART DIR. PAUL MARCIANO PH. RAYAN AYASH

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A woman with long, wavy blonde hair is the central figure. She is wearing a bright red, shaggy fur coat over a dark top and dark jeans. She is leaning forward, with her right hand resting on her head and her left hand on her hip. The background is a field of tall, golden-yellow flowers under a clear blue sky.

GUESS



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1976







Pepe Jeans

MISSES LONDON





URBAN EXPLORER

Take in the possibilities of summer in the city with Lacoste's Explorateur collection. Designed to infuse urban endeavour with the best of Lacoste's tennis performance legacy, Explorateur is the ultimate companion for long days of adventure.

With the bold green croc emblem proudly emblazoned on its side, Explorateur updates Lacoste's tennis links for today. Reflective details create a striking silhouette for any time of day

while eye-catching bonded panels are a shortcut to ease and durability.

A palette of tonal blues in contrasting textures with standout lacing creates pieces primed to lend an athletic spin to a summer of city action. Meanwhile, chunky bright white soles are a reminder of sporting edge. Made to be styled with a clean-lined, laidback and athletic-influenced wardrobe, Explorateur taps into a fast-paced life where no two days are ever the same.

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 under a clear blue sky.

handstich

handcrafted stuff







Juvia

www.juvia.com



earnest sewn.

—new york

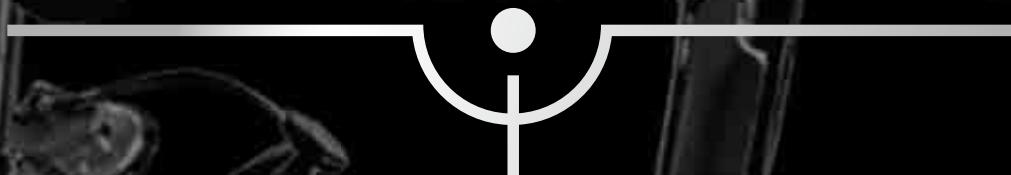


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by HEINZ BAUER MANUFAKT

Dear Readers,

In this issue we bring you fascinating articles that explore emerging models and tools for brick-and-mortar, digital and omnichannel retail. Customer experience, both online and offline, is becoming increasingly important to run a successful business; we propose reports on how to enhance this experience through digital applications, in-store features and virtual reality. Another report examines alternatives to the traditional 'forward buy' model that reduce the retailer's risk, but also give more power to brands. As always, our Look- and Storebooks contain special highlights for you to optimize your portfolio and get inspired by some of the world's most interesting stores.

I am writing these lines from Ibiza, a popular August holiday destination for many industry leaders. Something I have noted as particularly interesting during my time here is that the Balearics are naturally a key area for the Inditex group. One can spot Zara and Mango retail outlets on every corner, including their Accessory, Home, Men's and Women's stores.

However, despite this dominance, there are a multitude of smaller, creative and profitable shops that have found their own assortment, which they have used to great effect in terms of generating business.

The typical 'Ibiza Hippie' look, for example, is prominent across various sectors: the same customer who just bought a coat for a ridiculous 59 EUR at Zara doesn't think twice about spending hundreds of euros on innovative Ibiza fashion in the aforementioned smaller boutiques.

The consumer still pays for creativity and fashion is still profitable. However, one must have the right portfolio in order to differentiate their store from the Zaras of this world.

Speaking of creativity and innovation, at the end of this month, the third edition of WeAr Select Digital is coming out. Since its launch, WeAr Select Digital has evolved to become one of the most interesting platforms for young designers and creative brands. The entire editorial team of the WeAr Group scouts the world for the most successful new key pieces on behalf of premium retailers, and provides information on these pieces to stores free of charge.

We monitor a multitude of showrooms and tradeshows worldwide. This means buyers don't have to travel as much as we do, nor do they even have to study complete collections. Instead, they are able to see selected key pieces from top collections. We are working hard to edit the creative outputs of these brands down to their most relevant pieces and to make it as easy as possible for the buyer to find new labels. As this is pure talent support, there is no commercial interest in the shape of an edited selection.

Quality journalism is also the result.

This innovative concept is only made possible through the sponsorship of some established industry brands, for which we express our most sincere thanks.

If you would like to gain free access to this platform as a retailer, or you are a label and think you fit our requirements, I would be delighted to hear from you at kv@wear-magazine.com.

Enjoy this issue and, as always, here's to your business's success!

Yours,
Klaus Vogel
Editor and Publisher



Gigi

TOMMY HILFIGER

A SPECIAL COLLECTION BY GIGI HADID #TOMMYXGIGI TOMMY.COM

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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
- Silver Deer** – Mexico
- Ssense** – Montréal
- TNT Blu** – Toronto
- Tootsies** – Houston
- Villa Daslu** – São Paulo
- Webster** – Miami

ASIA

- Addition Adelaide** – Tokyo
- Aïshti** – Beirut
- Aïzone** – 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
- Braun** – Hamburg
- 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

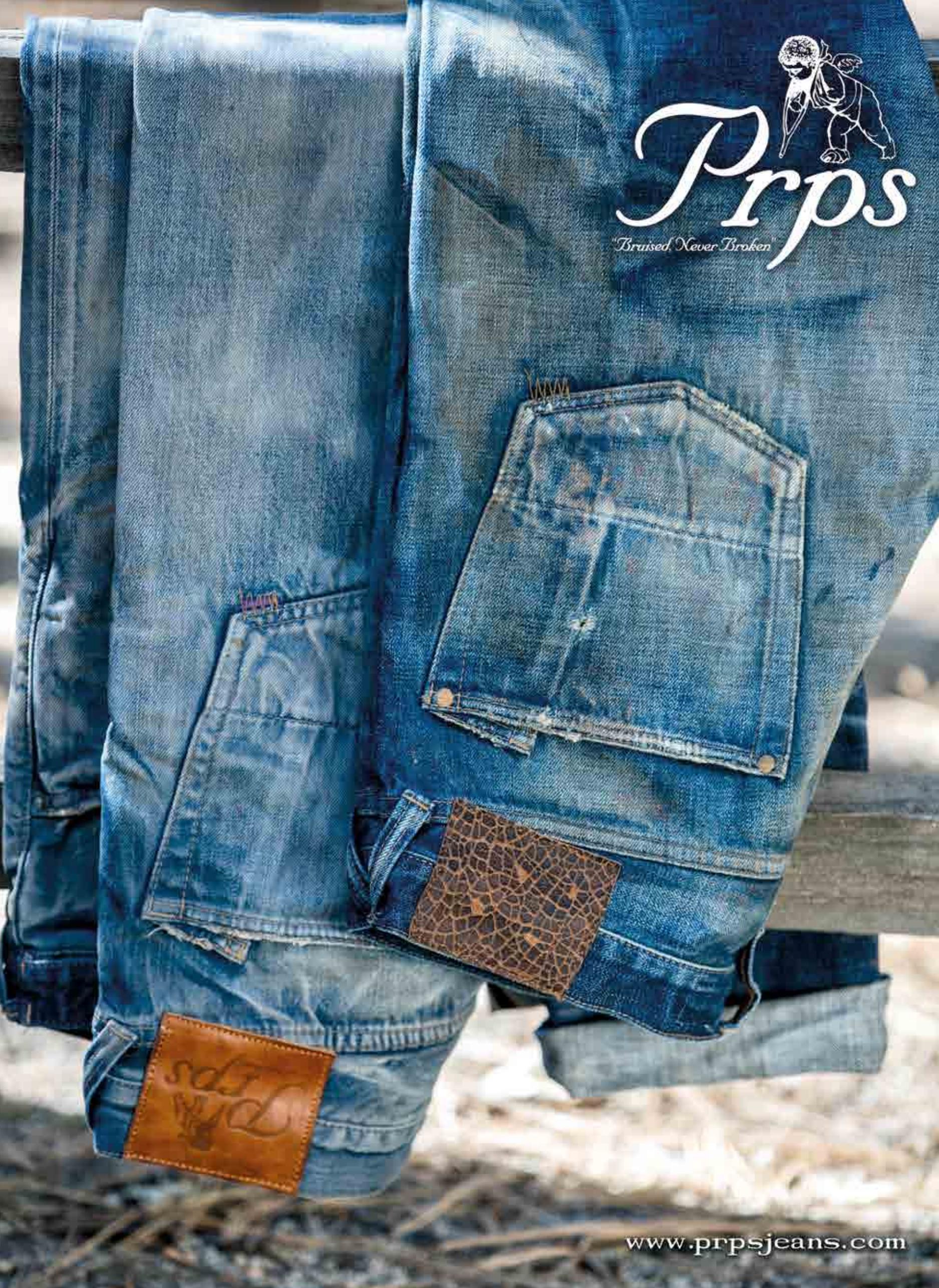
Subject: 2016 Retail Award

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!

Are you a fashion concept- or multi-brand store and are looking for a great magazine to sell? We have special offers for selected stores.

Contact: bs@wear-magazine.com

A close-up photograph of a pair of blue jeans. The jeans are folded, showing the front and back pockets. A brown leather belt with a textured pattern is wrapped around the waist. A leather patch with the word "SOUL" is visible on the belt. The jeans are set against a background of a wooden surface and some dry grass.

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LOOK



BOOK



ARIANNE ELMY



VOLANTE NESSI



LACOSTE FOOTWEAR



LIE



TOMBOLINI



SCHNEIDERS



AGLINI



REPLAY



EINSTEIN & NEWTON



04651/



PUZZLES BY LAURA8



PRINCE TEES



LONDON INK



FACE FACTORY



DEDICATED BRAND



WOOD WOOD



LOVE MOSCHINO



ONOMATO



STEVE KAUFMAN



ASFVLT SNEAKERS



PIOLA



SERAFINI



PANTOFOLA D'ORO



ANNAKIKI



VICTORIA ANDREYANOVA



VIOLANTE NESSI



MAISON ABOUT



CATS BROTHERS



JIL HABER



N3M - NOI TRE MILANO



BLAUER



UTZON



STONE ISLAND



ROBIN'S JEAN



LA MARTINA



LAURENCE AND CHICO



MEHTAP ELAIDI



ILARIUSS



MAID IN LOVE



PAOLONI



MAUNA KEA



MOON LEE



KEIKO NISHIYAMA



JEANS FOR REFUGEES



DENHAM



PRPS



MAURIZIO MASSIMINO



MARELLA



BOGNER



MUSTANG



CROCKER



ALPHA TAURI



ODD



HUDSON



ROY ROGER'S



JOE'S JEANS



TRUE RELIGION



CLONE



DON'T BELIEVE THE HYPE



THREE ANIMALS



SEMPERVIVUM



DAMI



HAMAKI-HO



B O B



UNGARO



MAZARINE



SARA ROKA



ANNA-KARIN KARLSSON



PARDEN'S



EVALUNA



NEW AMS



MANUEL RITZ



RHUMAA



ESEMPLARE



KUMANN



FONNESBECH



WILD-E



DON PARIS



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VIA VELA 14



LENORA



MEINDL



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ANDY HO



CORIAMENTA



HEMISPHERE



MARCO PESCAROLO NAPOLI



MAISON COMMON



LIEBLINGSSTÜCK



HANDSTITCH



MASA DE OSCURA BY OSCURO



RUE DU DRAGON



IRINA SCHROTTER



PROJECT—[FOCE]—SINGLESEASON



SPUN



LEITMOTIV



HILFIGER DENIM



DIOGO MIRANDA



NATHALIE FORDEYN



ÇİĞDEM AKIN



LAUTĒM



LISA TUCCI



ESSKA



AQUARAMA



LARA HAMPTON



PEPE JEANS



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TATRAS



CALVIN KLEIN



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NÓLÓ



EMA ÉT MALINA



ESEMPLARE



CINOH



TOKEN



JOHN GALLIANO



VAHAN KHACHATRYAN



PHP



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ROHIT GANDHI + RAHUL KHANNA



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VERENA SCHEPPERHEYN



DREAM YOURSELF



MINHK



BAD DEAL



FAME ON YOU



SU;PY



IPHORIA



STRELLSON



EARNEST SEWN



DUVETICA



NOUR HAMMOUR



CATHRINE HAMMEL



AV LONDON



KOI



NUE 19.04



LAPAS



LIEBESKIND



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BOOK



Erdem

RAGING RUFFLES

Jana Melkumova-Reynolds

THE NEW GENERATION OF RUFFLES IS OVERSIZED, OUTSPOKEN AND
VITAL TO THE CONSTRUCTION OF THE SILHOUETTE



Louis Vuitton



House of Holland



Alexander McQueen

As an antidote to the uber-clean, minimalist silhouettes and androgynous mood of recent seasons, designers are beginning to revisit the tropes of femininity. Resort 2017 and the latest couture collections are bringing back ruffles in all their splendor. Oversized, colorful and placed in prominent positions, they now act as more than a mere embellishment: instead, they become a structural element, vital to the architecture of the look, and the key point of the silhouette.

Exaggerated waves have been making unexpected appearances on tops: at **Louis Vuitton**, they grace the otherwise ultra-minimal leather vest with a cropped front; **House of Holland** has presented a short-sleeve printed blouse with a large flounce on the belly, and **Cedric Charlier** showed a top that is pretty much one asymmetric frill. In fact, in the upcoming season, asymmetry is often paired with ruche

looks: at **Alexander McQueen**, diagonal flounces with a variety of pattern prints convert a stern little black dress into a flamboyant piece, and irregular, highly sculptural asymmetric ruffles in another Louis Vuitton look add drama to the architecture of the dress.

More traditional placements also feature in Resort collections: **Erdem**, **Chanel** and **Pucci** have added exaggerated furbelows to their maxi skirts, endowing them with a more dressed-up attitude. Finally, the veterans of oversized ruffles, **Viktor&Rolf**, have revisited their favorite design element by creating whole looks out of dense layers of wavy fabrics for their 'Vagabond' couture collection. Bold and confident, their ruffles are a far cry from the coy and demure girly ruches: they symbolize the new femininity – assertive yet not aggressive, determined yet delicate.

WOMENSWEAR LABELS TO WATCH



KUMANN YOO HYE JIN

Kumann was founded as a womenswear studio in 1965 and quickly came to prominence in its native Korea. In 2010 the founder's daughter, Hye Jin Yoo, took over the brand to reinvent her mother's project as an avant-garde label. A fine arts graduate, Hye Jin Yoo showed her debut collection that featured experimental LED light-emitting dresses in Seoul in 2011. Since then, Kumann Yoo Hye Jin has received multiple fashion awards under her direction. Hye Jin is known for geometric silhouettes reminiscent of modern art, in particular surrealism. She uses curved lines with various seam techniques and asymmetric cuts finished with distinctive details, such as out-of-place zippers or oversized pockets. The colors are mostly muted; some pieces feature signature pattern prints. Neoprene is a dominant material in the A/W 2017 collection. **Kumann Yoo Hye Jin** is currently stocked at **Doota** in Seoul, among other stores, and wholesaled at Berlin's **Premium** trade show.

www.kumann.com



KITTY JOSEPH

Kitty Joseph is about mixing colors, textile innovation, an unconditional love for painting and illustration, and clean, simple silhouettes. A Royal College of Art graduate in textile design, Joseph gained immediate recognition from the fashion industry after her graduation in 2011, with commissions from Carine Roitfeld, Zandra Rhodes and Piers Atkinson, as well as celebrities such as Lady Gaga. The Autumn/Winter 2016 collection is her third, and this time she has gone back to basics, having chosen German-born American artist Josef Albers and his 'Interaction of Color' series as her inspiration. For this collection she collaborated with British knitwear brand **Unmade**. The result is a series of colorful ensembles knitted in the finest Merino wool. Staying true to its London roots, the brand is expanding into the international fashion market, with retailers such as **Colette** (Paris), **Pretty Rad** (Zurich) and **Liger** (Hong Kong) on her stockists list. The collection is wholesaled at **Capsule** (Paris) and **Designer Showrooms** (London Fashion Week).

www.kittyjoseph.com



MATÉRIEL

Matériel, a Georgian-based womenswear brand, dates back to 1949 when it was founded under the name of Georgian Fashion House. At that time, young, highly skilled designers formed a collective that brought innovative fashion to the Georgian and international markets, presenting their collections at European and Soviet catwalks. In 2003, the brand name was changed to Materia Fashion House, and soon after the house's premium line Matériel was launched. It became a platform of self-expression for some of the top Georgian designers. Currently, the brand features independent collections by three Georgian designers: Lika Chitaia, Tiko Paksashvili and Aleksandre Akhalkatsishvili. While having their own distinctive DNAs, these lines share a propensity for strikingly graphic silhouettes, minimalism, asymmetry, primary colors and exquisite fabrics. Midi and maxi lengths – typical of Matériel – geometric lines and utilitarian references carry a very slight echo of early Soviet constructivism, while channeling thoroughly modern elegance. Apart from its showroom and catwalk shows in Tbilisi, the brand presents its collections during Paris Fashion Week.

www.materieltbilisi.com



JOE'S JEANS
joesjeans.com

MATILDA NORBERG

Atsuko K. Tanimura



Photographer Ceen Wahren

Matilda Norberg is bringing about a knitwear revolution. The Swedish-born graduate of the renowned MA Womenswear/Knitwear program at the Royal College of Art unveiled arresting innovative knitwear in her graduate show in 2015. The collection explored the theme of 'the crust of the Earth' and featured coats with rising and rippling surfaces, tops reminiscent of beds of sandstone, and dresses that looked like flowing and expanding lava. All of these styles were created through the skillful use of advanced knitting techniques. Norberg explains: "When an idea for a knit structure suggests new shapes, silhouettes and methods of constructing garments, I am exactly where I want to be. My work focuses on exploring knit techniques to find ways of developing and pushing them forward."

The designer has a strong interest in textiles and seeks to go beyond their limits: she customizes her knitting machines and makes her own sewing tools, creating unique techniques and materials.

By combining machine- and hand-knitting, she manages to implement a variety of stitches and blend diverse materials, such as foam and rubber. Norberg has received the Best Knitwear Collection Award from **Loro Piana**, won the Feel the Yarn international competition, as well as the Sainsbury's competition in 2014. She also secured the Education Award from the Swedish Society of Crafts and Design. www.matildanorberg.se



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Tim Coppens

PRÊT-À-SPORTER

Beatrice Campani

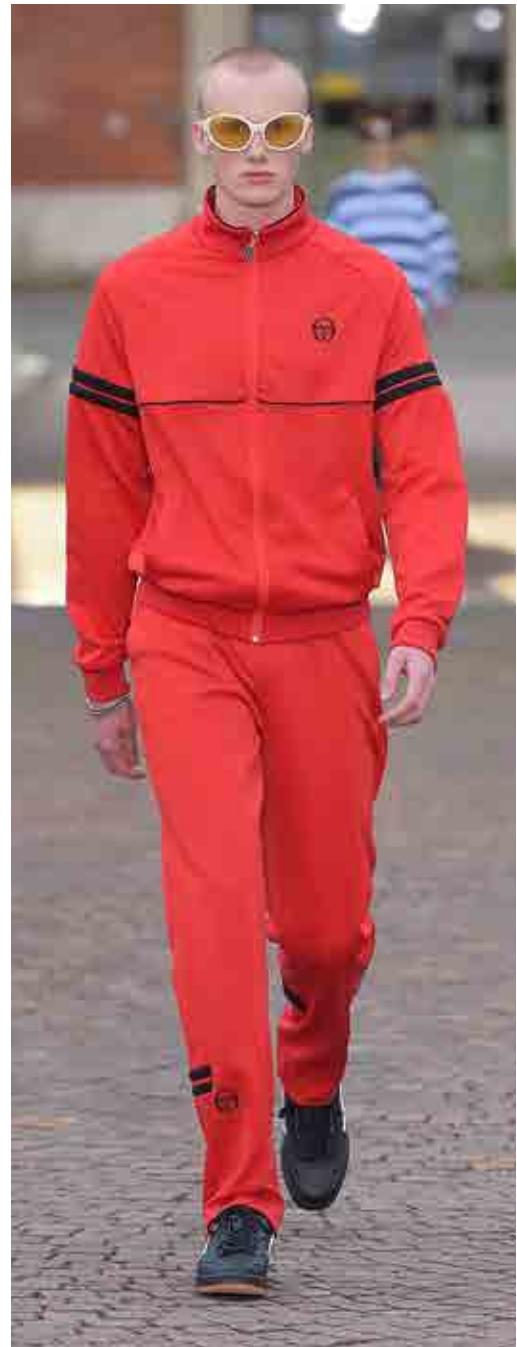
VINTAGE AND CONTEMPORARY SPORTSWEAR STYLES HAVE BEEN
THE FOCUS OF THE SPRING/SUMMER '17 MENSWEAR CATWALK SHOWS.



MSGM



Everlast



Gosha Rubchinskiy

Menswear designers have peppered their shows with iconic sportswear items this season; some actually teamed up with labels that specialize in athletic clothing. One example is **Gosha Rubchinskiy** who presented a collection inspired, as always in his case, by boys from Moscow's rough suburbs and their penchant for tracksuits. For this show, staged in Florence during Pitti Uomo, he collaborated with several iconic Italian sportswear labels: **Kappa**, **Fila** and **Sergio Tacchini** items all featured on the catwalk.

Meanwhile, another sportswear giant, **Champion**, confirmed its collaboration with Japanese smart casual label **Beams Plus**, launching a collection that includes a mock neck T-shirt and lightweight trench coats; while **Everlast**, the iconic boxing brand, has been tapped by **Ports 1961**. This resulted in a capsule line for which Ports 1961's Creative Director Milan Vukmirovic reinvented Everlast's famous 'Rocky' sweatshirt. The line also proposes a travel gym pack that includes shorts and bomber jackets.

Some designers explore activewear tropes without teaming up with specialty labels. Thus, **Prada**'s menswear line focuses on a modern globetrotter with a decidedly active attitude. This athleisure collection includes leggings, super-light jackets and a parka, all in high-tech materials. The must-have accessory? A backpack, obviously. **Tim Coppens** has reworked his signature shapes in outdoor materials and infused them with a hint of nostalgia: aluminum-coated nylon gives a metallic sheen to his zip-up sweatshirts, bombers and layered shorts, and these items are clearly reminiscent of the athletic clothing of the 1990s. It's all about vintage sportswear looks at **MSGM**, where designer Massimo Giorgetti is inspired by the 'beach & disco' generation, with nods to music videos by the Beastie Boys and the Pet Shop Boys. Sporty items with stripes are mixed with vichy cotton, Glen plaid wools and nylon. The collection comprises jogging pants with ruches, a parka, stone-washed denim and vintage sneakers. Athletic references also feature prominently at **Virtus Palestre**, which pays homage to the Olympic Games with classic sportswear styles and a retro typeface.

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



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WAN HUNG

Angela Cavalca



London-based designer **Wan Hung** Cheung founded his eponymous fashion brand Wan Hung in 2014 after graduating from Central Saint Martins and gaining work experience with **Tom Ford**, **John Rocha** and **Bernhard Willhelm**. The clean-cut tailoring and classic silhouettes, conceived for a sophisticated modern urban man, are reinvented with the help of innovative textiles, exclusive prints and embroideries often inspired by the natural beauty of the Chinese tropical island Hainan, where the designer was born and grew up.

Wan Hung has presented his collections at London Collections Men since 2015 and was selected for **Lane Crawford's** exhibition 'Vision from a New Generation', executed in collaboration with **Swarovski** in Shanghai in October 2015. The brand was also scouted by Camera Nazionale della Moda Italiana and Sara Maino from **Vogue Talents** to show the S/S 2017 collection in Milan and Paris.

The collection references David Hockney's art and Tim MacPherson's photography. Prints are developed from Wan Hung's own acrylic paintings of Hainan's beaches and applied alongside 3D cuttings. Tailored draping creates wave effects in the long shirts, and hand embroidery enriches the printed patterns of jackets and trousers. Japanese tailoring fabrics, technically enforced cottons and rubberized plastics reveal the designer's penchant for exploring and combining contemporary materials.

The brand is currently stocked at several signature stores, such as **Lane Crawford** in Shanghai and Hong Kong, **H. Lorenzo** and **Please Do Not Enter** in Los Angeles, **The Cartel** in Dubai, **The Snatch Book** in London and the online platform **Farfetch**.

www.wanhung.com



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FROM STORES TO STOREFRONTS

Shamin Vogel/Jana Melkumova-Reynolds

FASHION RETAILERS ARE STEPPING AWAY FROM THE CLASSIC
WHOLESALE MODEL AND EXPLORING NEW WAYS OF COLLABORATING
WITH BRANDS.

In a recent keynote, Dr. Marc Schumacher, Managing Director at Liganova retail consulting, announced that stores needed to reconsider their business models, based on forward orders and heavily dependent on pre-markdown sell-throughs, and reinvent themselves as “communication points”, or showrooms: places of encounter between the brand and the consumer, rather than necessarily sites of business transactions. Some retailers have already embraced this approach and rethought their partner and client relationships by reducing their buy and experimenting with different trading terms.

Wolf & Badger, an independent retailer with two locations in central London, calls its modus operandi “serviced retail”: brands pay a monthly fee (effectively, a rent) to have their collections in the store, and a modest commission on sales. All customer service and logistics are handled by Wolf & Badger; moreover, brands

can hold trunk shows, press events, and even wholesale appointments with buyers from other shops in the store. “It is a superior business model for designers as they make better margins than they would under traditional wholesale models and gain direct customer feedback,” opines Henry Graham, the store’s co-founder. The model, of course, also benefits the retailer, who gets guaranteed returns on every square meter through ‘rent’ and doesn’t have to take the risk of investing in stock.

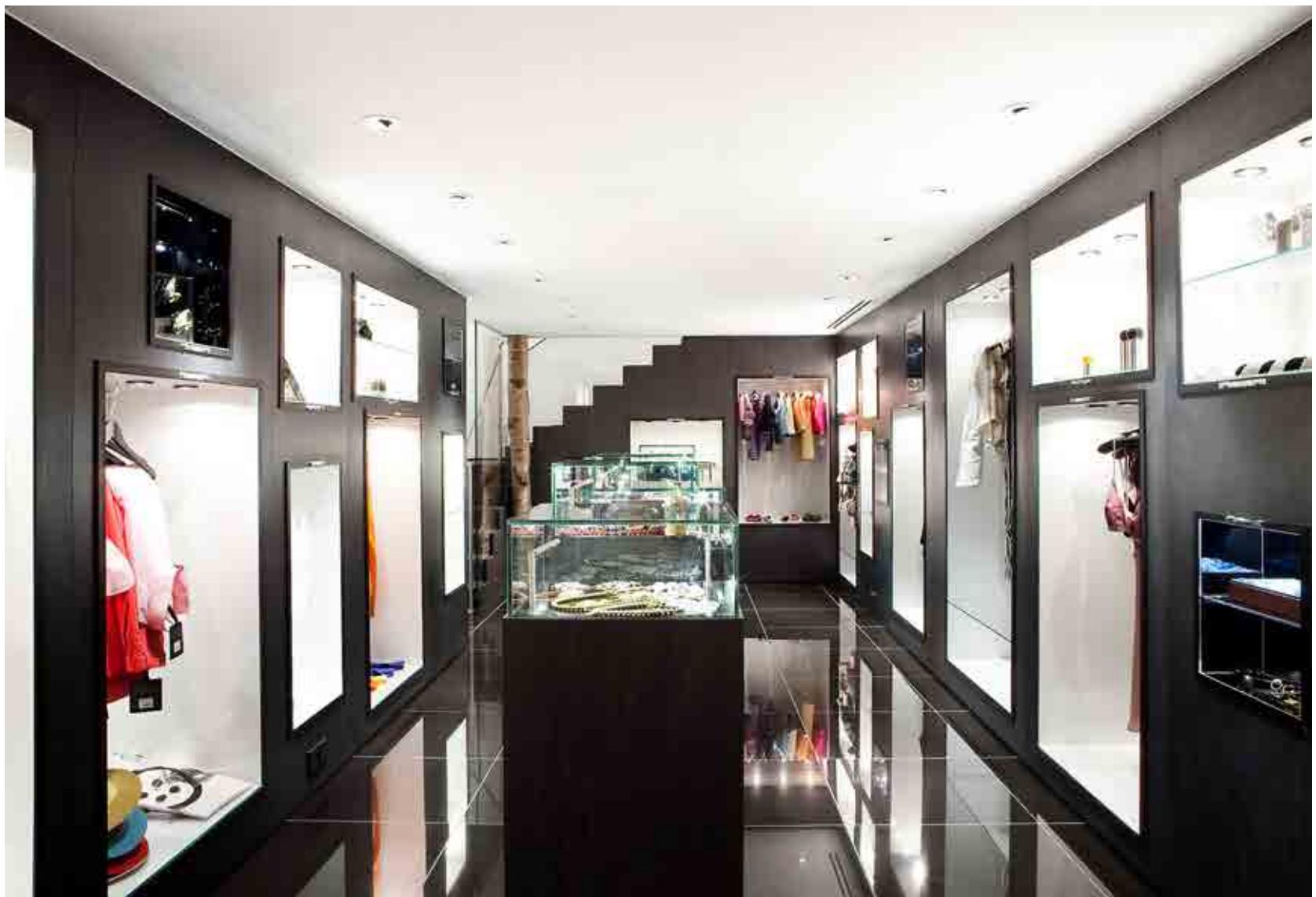
Berlin-based concept store **LNFA**, too, combines retail and communication services, providing not only an offline platform in a top location (the **Bikini Berlin** complex) but also consulting, PR, communication and branding. While fashion remains its core focus, LNFA is also a hub for design, art and creative industries, and hosts in-store events for both consumers and press. The brands get charged a variable participation fee, as well as a commission on sold items.



LNFA

A black male model is shown from the waist down, wearing a dark, short-sleeved button-down shirt and dark jeans. He is standing against a light gray background, facing slightly to the right. He is adjusting the belt of his jeans with his hands. The jeans have a small white label on the left thigh. The lighting is soft, creating a minimalist aesthetic.

TRUE RELIGION



Wolf & Badger

The idea of shop-in-shops and concessions isn't new, but until recently this model was limited to department stores and big jewelry, beauty and high fashion brands. These days, however, independent labels are catching up, as more retailers limit their own buy and instead rent out their space. The eight-story high **Doota** store in Seoul, centrally located in Dongdaemun Market, houses 540 shops-in-shops, featuring mainly aspiring but also established Korean and international designers; some of them can be seen in their 'corners' selling their own collections. The store welcomes 20 million people a year, including 3 million foreign visitors. This impressive footfall and the opportunity to have direct contact with the end customers make Doota an attractive shopping destination for brands to work with.

E-tailers explore new avenues, too. A growing number propose 'marketplace' sections where brands – and, in some cases, other retailers – can benefit from their customer traffic and having an online platform. These retailers do not purchase merchandise for this section but take a commission on sales instead. For some, it's a way of testing the new brand before investing in a forward order. Others mix this with the traditional wholesale model. Marc Menasé, founder and CEO of Paris-based e-tailer **Menlook**, says, "We place a forward buy on the main bulk of **Lacoste**'s collection, one of our key brands. However, if we want to feature a special item in a strong seasonal color – say, a bright orange polo that will only sell between April and October – we will get it into our Marketplace."

Whilst this trend is not the end of wholesale buying, it shows that there are opportunities to mitigate the risks associated with keeping up a store in a good location (or paying top SEO specialists to maintain a high profile e-shop). The time to be innovative is now – let's learn from each other.



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www.liebeskind-berlin.com

COOL ITEMS FOR CONCEPT STORES



DESIGN BUBBLES CHAMPAGNE CANDLES

Beside champagne, no truly fashionable home is complete without another key element: candles. German start-up **Design Bubbles** has come up with a hybrid of the two: elegant scented candles fit for the dwellings of champagne aficionados. Empty champagne bottles are ground down just above the label and then filled with organic (vegan) soy wax, which lasts longer and is cleaner than normal wax. The candles are available in four scents: mandarin, lemon-basil, peony and sandalwood. Design Bubbles collaborates with high-end champagne houses and offers gift packs comprising a candle and a corresponding (full!) bottle of bubbly. Complete with luxurious wrapping, these are a great addition to any concept store's interior design and gifts section.

www.designbubbles.de



IBRUSH 365 ROTATING TOOTHBRUSH

The **iBrush 365** redefines the future of dental care by presenting an electronic toothbrush designed to ensure that the proper and most effective technique is employed when brushing. The New York-based health and technology start-up, funded through a Kickstarter campaign, has patented a round brush head that spins 360 degrees in both directions, resulting in a brushing experience that delivers a complete clean while polishing and tightening the gums. The device promotes brushing downward from the gums to the teeth and in a rotational up-and-down motion in accordance with dentists' recommendations. The brush head features as many as 13,200 micro bristles for heavy-duty cleaning, giving users better plaque removal, enamel protection and healthier gums. Importantly, the iBrush 365 also looks sleek and comes in a variety of colors, making it an attractive object as well as a high-tech gadget. It runs off a lithium-ion battery that can be easily re-charged. The retail price is 79 USD (approximately 71 EUR).

www.ibrush365.com



BITOSSI CERAMICHE BY LAYER CERAMIC CHARGE TRAYS

Layer, a London-based experience design agency, has partnered with Italian luxury ceramics brand **Bitossi Ceramiche** to create Charge Trays, the brainchild of designer Benjamin Hubert. Modern design meets technology in these fine objects, combining sleek, slip-cast ceramic with a wireless charging system. The end result is a device that adds to the home in a minimal and seamless way while employing modular technology that allows for updates. Charge Trays utilize a compression-molded silicone module on the underside of each tray (housing the charging system) while on the topside the high-craft ceramics offer four varying compartment sizes to hold small trinkets. The design offers four glazes, a conventional palette of salt, matte, crackle and soba.

www.layerdesign.com



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GRAPHIC DETAIL

Tjitske Storm

STRONG GEOMETRIC SHAPES AND/OR BOLD SHADES: NEXT SEASON'S BAGS ARE AS STRIKING AS EVER



Irma Cipolletta



ANIMAdVERTE

For S/S 2017, both well-known premium brands and smaller designer labels use geometry as the starting point for their bag collections. Strong shapes are mixed with playful elements and bright primary colors, or used to represent cultural and nomadic references.

Emerging label **LAURAFED** takes inspiration from the Golden Ratio and natural forms for their 'Golden Identity' collection. Shapes from the underwater world, such as the Nautilus shell, appear in abstract patterns, while golden embellishments reflect the glamour crucial to the brand's identity. Similarly, **Quattromani** mixes bold geometry with the elegance of gold in their new accessories line. Assertive reds, yellows and blues are mixed with black and white, while angular shapes and metallic details add a playful but luxurious contrast.

Designer **Irma Cipolletta** is inspired by the kinetic art of Alexander Calder. She uses the image of the triangle, cut and multiplied, as a base for her designs. Perhaps the most rigorous exercise in geometry is seen within the 'Poliedrica' collection by **ANIMAdVERTE**, which also juxtaposes polished and rough materials. Handmade in Italy, bags by this label are convertible and can be folded flat, underlining the multifunctional simplicity of basic shapes.

Larger labels are combining geometric silhouettes with their brands' heritage. Thus, **Guess** transforms some of their classic items, like the reversible Guess 'Tote Bobbi Bag', into fun and funky styles, updating with fresh and bold colors and sturdy stripes. Micro-perforation, diamond quilts, cartoon application and whipstitches are added to enhance the playful mood.

At **La Martina**, polo sport and equestrian heritage are paired with the relaxed vibe of a Mediterranean summer. This narrative is reflected in geometric color blocking using primary colors – red, blue and white – and rendered feminine with some elegant floral patterns. Another cultural reference is seen at **Liebeskind**. The brand's DNA, defined by handmade details and high-quality materials, is embedded in the use of traditional African patterns. Geometrical shapes and zigzag elements are stitched, beaded or studded onto cowhides in black/white and red/blue color blocks, while some other styles contain geometry within leather patchworks or the silhouette itself.



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ACROSS ART AND FASHION

Beatrice Campani



The dialogue between art and fashion is a complex one that has long been explored. The exhibition **Across Art and Fashion**, organized by the Museo Salvatore Ferragamo, analyzes the link between these two worlds with their reciprocal inspirations and collaborations. It investigates different eras and movements, from Pre-Raphaelites to Futurism, from Surrealism to radical fashion. The project is a result of a collaboration between several cultural institutions and runs in different venues. Thus, in addition to the Museo Salvatore Ferragamo, it is also taking place at the National Central Library (Biblioteca Nazionale Centrale), the Uffizi Gallery and the Marino Marini Museum in Florence, as well as the Textile Museum in Prato.

The showcase starts at the Museo Ferragamo where it focuses on the work of **Salvatore Ferragamo**, who was inspired by the avant-garde art movements of the 20th century. The venue has an area dedicated to fashion and art inspirations, with a video recording from the 1996 Florence Art and Fashion Biennale that involved 40 international names in the arts and 38 in fashion. The exhibition goes on to explore relationships between artists and designers (such as Thayaht and **Madeleine Vionnet**, or Salvador Dali and Jean Cocteau with **Elsa Schiaparelli**) and their shared thinking about communication strategies (manifested, for example, in Andy Warhol's 'Souper Dress'). It also features some exhibits that are rarely seen in fashion exhibitions, e.g., by recreating the 1960s atelier of cult Italian designer Germana Marucelli and displaying the work of Nigerian artist Yinka Shonibare.

Moving on to the National Library, the show unpacks the relationship between art and fashion in the press. Meanwhile, the exhibits at the Uffizi Gallery concentrate on this relationship during the 19th century. At the Marino Marini Museum, collaborations between artists and designers are featured, while in Prato's Textile Museum the exhibition explores the retrofuturism of post-war artistic fabrics.

Across Art and Fashion

Museo Salvatore Ferragamo

Piazza Santa Trinita, 5r Florence

In collaboration with: Biblioteca Nazionale Centrale (Florence), Gallerie degli Uffizi (Florence), Museo del Tessuto (Prato), Museo Marino Marini (Florence)

Until April 7, 2017

www.ferragamo.com/museo

PETER LINDBERGH

A DIFFERENT VISION ON FASHION PHOTOGRAPHY

Esther Stein



He is considered one of the most influential fashion photographers. His black-and-white images have determined the course of fashion photography since the early 1980s. Now Kunsthalle Rotterdam will host a comprehensive retrospective of the work of German photographer Peter Lindbergh. The exhibition presents an overview of his diverse portfolio – from 1978 to today. In addition to 220 photographs, visitors will also be able to catch a glimpse of exclusive material, ranging from previously unseen notes, storyboards, props, polaroids, contact sheets and films to monumental prints.

The multimedia exhibition aims to capture Lindbergh's creative development process, dividing the fruits of his labor into nine thematic areas: Supermodels, Couturiers, Zeitgeist, Dance, The Darkroom, The Unknown, Silver Screen, Icons and an exclusive Rotterdam gallery with photos shot in the Port of Rotterdam for the upcoming October issue of Dutch Vogue. Film excerpts show colleagues, models and actors talking about what it was like to work with the photographer. In terms of the inspiration behind the exhibition, Kunsthalle Executive Director Emily Ansenk says, "Precisely now, when the younger generation is inundated by images via Instagram, Facebook and other social media, the Kunsthalle considers it important to show his large and small photographic prints, framed and hung on the wall, grouped around a prior idea of the curator. The genuine work appeals to the imagination and often makes much more of a visual impact than a small image on a smartphone."

The exhibition was curated by Thierry-Maxime Loriot, who was also responsible for the successful 2013 **Gaultier** exhibition. After Rotterdam, Lindbergh's oeuvre will also be going on an international tour; however, the upcoming destinations were not known at the time of print. Publishing house TASCHEN will also be releasing an extensive Lindbergh monograph, featuring over 400 photos, to coincide with the exhibition.

Peter Lindbergh: A Different Vision on Fashion Photography

Until February 12, 2017

Kunsthalle Rotterdam, the Netherlands

www.kunsthal.nl



www.lieblingsstueck.com



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DENIM DIARIES

Jana Melkumova-Reynolds/Shamin Vogel

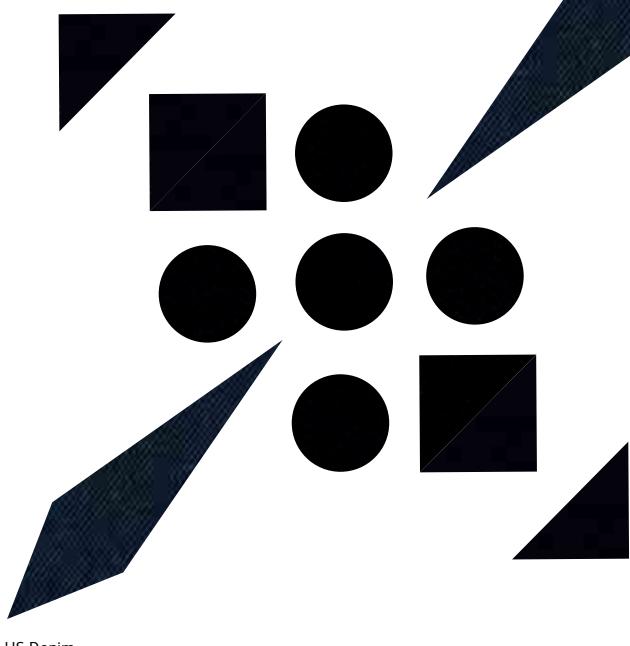
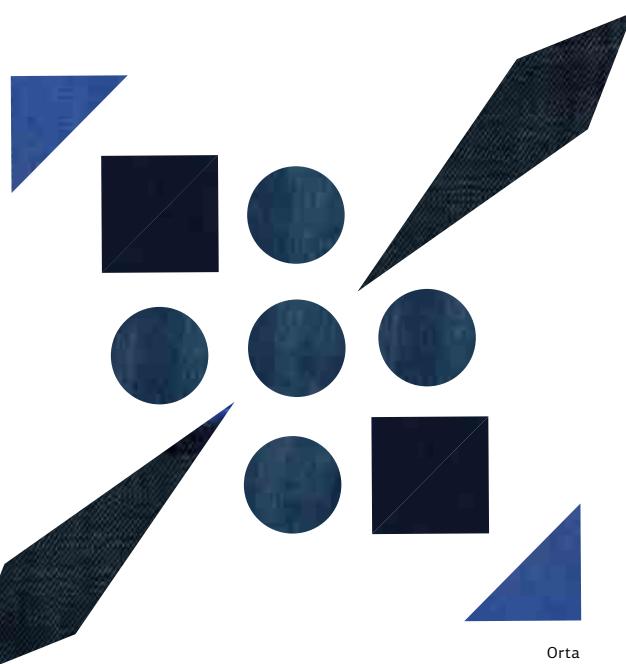
WHAT DOES TODAY'S DENIM SAY ABOUT THE HOPES, ASPIRATIONS, NEEDS AND FEARS OF THE CONTEMPORARY CONSUMER? **WeAr** INVESTIGATES.

As Marco Lucietti, Marketing Director of **Isko**, has told **WeAr** in an exclusive interview for this issue's Business Profile section, denim always reflects social changes. **WeAr** has asked the leading denim manufacturers to share what emerging consumer needs they have identified lately, and how they have responded to those.

SMART CITIES ENCOURAGING ACTIVE LIFE-STYLES

"We are focusing on the life in smart cities," says a spokesperson for **Orta**. One of the aspects of life in such a city is the ease of transition between work and workout and a more active lifestyle generally. Hence Orta's 'Amplify' concept where multi-directional stretch fabrics are paired with one-way cognitive stretch denims.

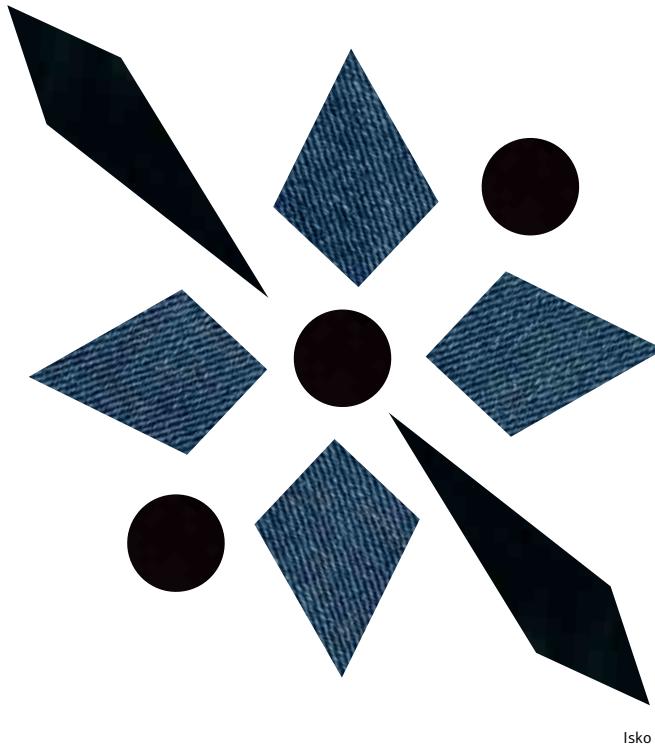
Soorty also cites increasingly sporty lifestyles as a driving force behind the demand for "active denim wear". To meet this need, the company has developed their 'Cool Max' line, praised for breathability and cooling abilities, and 'Thermolite Pro' concept that allows warmth during exercise in winter.



THE GROWING IMPORTANCE OF HEALTH AND WELL-BEING

The increasing centrality of self-care and the fondness of contemporary consumers for health-boosting products have, interestingly, been tapped into by denim manufacturers. **US Denim** proposes 'Spider Silk' fabric with antiseptic, antimicrobial and antifungal properties; incredibly, it also promotes wound healing due to being infused with vitamin K.

Soorty, too, has 'Anti-Bacterial' denim in their range that protects the wearer against bacteria and odor.



Isko

MORE FLUID GENDER IDENTITIES

"Young women do not want to dress for the men anymore," notes a spokesperson for **Bossa**. The company's A/W 2017-18 line includes an 'all in one' concept, a family of versatile fabrics suitable for all kinds of jeans, from skinny to boyfriend.

Dreams of a "genderless, borderless world" have inspired Orta to create their A/W 2017-18 'Hitchhiker of the Solar System' collection that focuses on the androgynous trend through use of gender-neutral washes and textures.

RESPONSIBLE CONSUMPTION

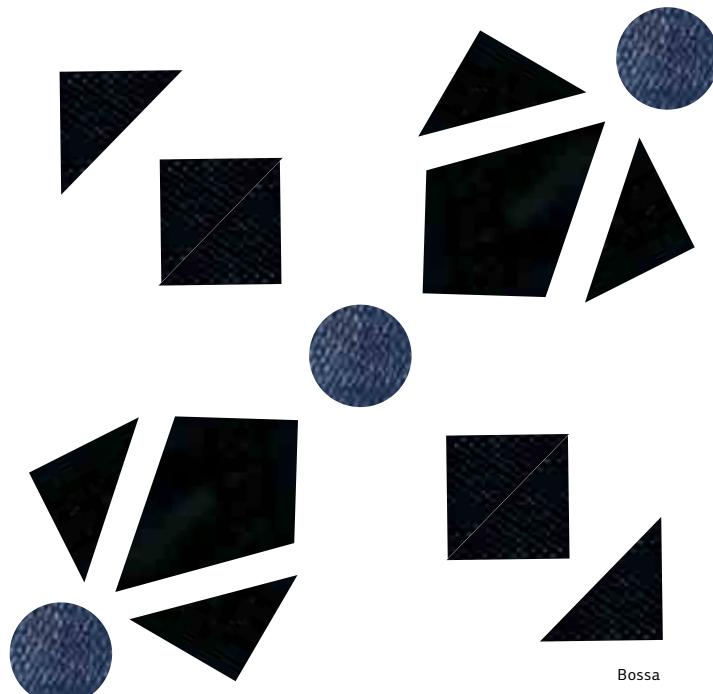
The new generation of consumers is driven by purpose and meaning, and demands a sustainable product. Soorty responds to this by offering a wide range of responsible products: recycled fibers and yarns from consumer waste, eco colors with a zero hazard chemical dyeing system, eco-finished fabrics produced with cutting-edge systems that save water and energy; even the steam they use is a by-product of generators' waste heat.

Bossa proposes a line of recycled denim, enhanced with thermoregulating properties. Last but not least, Isko has recently become the world's first denim mill to receive the prestigious Nordic Swan Ecolabel certification for six of their environmentally friendly Isko Earth Fit products, produced with 40% savings in water usage and 30% in energy, as well as a 30% reduction in the amount of chemical products.

FASHION GEEKS

The new generation of jeans-wearers is serious and particular about what they wear, down to the smallest detail. No wonder Italian manufacturer **Nastrificio Victor** has such a great business with its 'nastris', elaborate and sophisticated woven, knitted, denim, jacquard and linen tape bands that are often used as trims inside the jeans.

Soorty, for its part, caters to denim nerds through exploring various shades of indigo in their A/W 2017-18 palette, including Jade Blue, Pacific Blue, Berry Blue; ultra-light blues and other color experiments are in the pipeline for S/S 2018.



Bossa

CHINA: VIRTUAL BECOMES REALITY

Yanie Durocher

VIRTUAL REALITY (VR) USED TO BE THE DOMAIN OF INTERNAL TECH TEAMS AND BACK OFFICES OF FASHION BRANDS. TODAY, HOWEVER, IT HAS EXPANDED TO THE CONSUMER MARKET, ESPECIALLY IN CHINA.



E-tailer **Alibaba**, which controls over 80% of China's e-commerce market share with TAOBAO/TMALL, invested in VR by developing their 'Buy+' software technology to generate a 3D interactive environment for their 400 million users. It enables consumers to virtually travel to top flagship stores around the world and to 'try' outfits from the comfort of their own home, all while having personal e-styling assistance. Alibaba's objective is to make VR as common a practice for consumers as watching TV. In July, TAOBAO held its first **Techtainment** exhibition in Shanghai, with a massive space dedicated to 'Buy+'.

Brands, too, are starting to use VR as a PR tool in China. In Shanghai, **Dior** recently utilized VR at a presentation: visitors were immersed in designer

Christian Dior's villa by the sea during the preview of the A/W 2016/17 collection. **Levi's** also utilized VR during their Beijing preview, taking the VIPs and press on a 3D tour of its key locations elsewhere.

The Chinese market is focusing on two angles of development for VR: so-called O2O ('online-to-offline') transactions through virtual fitting rooms, and virtual showrooms and fashion shows. These angles are designed to boost user engagement and expectation management. Thus, through VR, users can make better judgment about the items they are buying online.

The possible reason why this phenomenon is so popular in China is that it has the world's largest Internet

population, a high number of e-commerce transactions, and the highest Internet usage. Because of its current attractive and convenient e-commerce infrastructure, the predicted growth of online apparel sales in China between 2015 and 2020 is estimated at 153%, as opposed to 53% in the US. With such levels of e-commerce penetration, no wonder retailers and brands alike are exploring new avenues of customer engagement. As e-commerce grows in other markets, they will no doubt embrace VR as China is doing today.

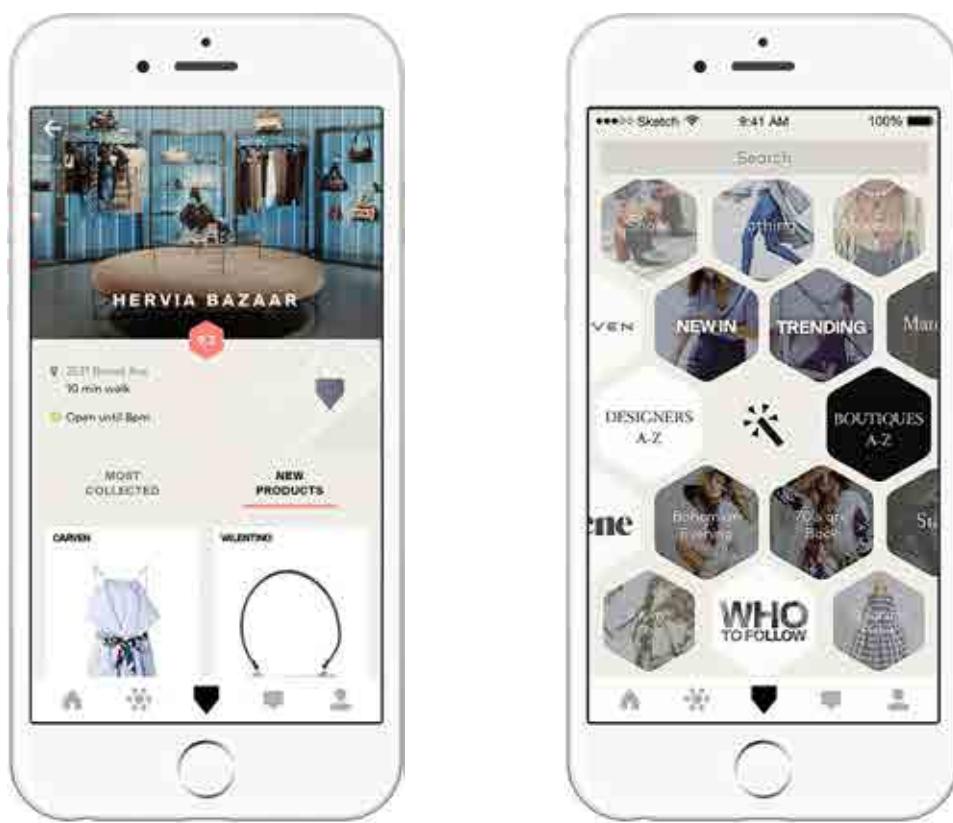


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DIGITAL HELPERS

Sven Oberstein

AT A TIME WHEN PEOPLE RARELY LOOK BEYOND THE EDGE OF THEIR DISPLAY, IT COMES AS NO SURPRISE THAT THE FASHION RETAIL WORLD PROFITS FROM SOFTWARE REVOLUTIONIZING CUSTOMER EXPERIENCE AND GETTING PEOPLE TO SHOP MORE – NOT ONLY ONLINE.

A study by IDC Retail Insights recently found that omni-channel shoppers tend to shop more frequently (3x) and spend more on average (3.5x) than single-channel shoppers. A plethora of new apps used by retailers is continuing to blur the boundaries between online and offline shopping.

Take, for instance, virtual fitting rooms. Customers usually cite the opportunity to try things on as the main reason they prefer 'real life' over virtual shopping. However, this reason may soon become redundant due to the rapidly growing number of applications that provide digital fitting solutions. The market-leader in this segment is the London-based **Fits.me**, a virtual fitting room that – with the help of robots – recreates almost every body shape. Users enter their measurements, and the app suggests garments that fit their figure. German retail giant **Otto** has been a customer of Fits.me since its early days.

But how do digital apps enhance purchases from brick-and-mortar stores?

E-commerce platform Lyst partners with brands and stores to give their users a wide range of options that go beyond online shopping. Their personalized mobile app provides shoppers with real-time stock and price information for the products on their wish lists, which helps them coordinate their shopping trips.

The app **Knomi** is more aggressive in luring the consumer into the physical store. It works as a virtual guide to luxury items in close proximity to the user's location. Participating stores list their inventory, and consumers receive push notifications on their smartphones whenever they are near the shop, inviting them to check out certain products. The app also features a social component, which encourages users to suggest, share and discuss products with others.

And once the customer is in store and needs advice, there is no need for many sales assistants. **Isetan** has already successfully collaborated with **Sensy**, an app that 'learns' the user's fashion taste and then

works as a stylist, offering ideas through the app and ultimately increasing the in-store sales. Meanwhile, Milanese concept store **M Collective** has introduced touch-screens in the fitting rooms that inform shoppers about the availability of their size and propose styling suggestions for the item that is being tried on.

The growing popularity of these in-store digital aids suggest that many shoppers find it easier to communicate with artificial intelligence than with a fellow human. With this in mind, more and more brick-and-mortar retailers are waking up to the necessity to install Wi-Fi networks throughout their stores to enable the consumer to go online and enjoy an omni-channel shopping experience.

www.fits.me
www.lyst.com
www.knomi.com
www.sensy.jp



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EXPERIENTIAL SHOPPING

Tjitske Storm/Jana Melkumova-Reynolds

BRICK-AND-MORTAR IS NOT DEAD: RETAILERS ARE MAKING THE MOST OF THEIR PHYSICAL SPACES, AIMING TO BECOME SITES OF ENTERTAINMENT, CULTURE AND SOCIAL LIFE.



Dior, Photo: Aldo Sperber

Three years ago Eric Kuhne, architect and expert in retail design, wrote an article about how the digital age enhances consumers' need for "civic life". He called on brick-and-mortar to capitalize on the physicality of their spaces, to focus on haptic experiences that e-tail cannot offer, and to aim to become a "third place" away from the home or office where customers can engage in social and cultural, as well as economic activities. So far a number of retailers seem to have taken on his approach.

The newly opened **Dior Flagship** store in Miami is one example: it has a garden terrace with a cafe and several artworks, including a video-wall by Yoram Mevorach Oyoram. Amsterdam's newest hotspot, **X BANK**, combines a store selling contemporary fashion and an exhibition space. The women's floor of **Seibu Shibuya** store in Tokyo, designed by Nendo, is an art experience of its own, reminiscent of a fairground circus.

Instore entertainment is now more engaging than ever. In 2014, the Seoul branch of activewear brand **North Face** offered shoppers an adrenaline-boosting sporting challenge: while they were browsing the latest collection, the floor beneath them slid down, and they were forced to grab on to the walls – that happened to have rock-climb holds attached – and clamber towards the desired items. Last year, the brand came up with a new adventure: while trying on a winter jacket, unsuspecting customers were placed into a sleigh and pulled around the mall by a bunch of Siberian huskies.

Men are a consumer group that is particularly targeted through entertainment. Pampering services are used to attract clients at **Emporium Men** in Baku, with tailor areas for custom advice and a barbershop for the perfect trim. **Frank & Oak** in Toronto also houses a barbershop in addition to hosting regular community events. The newly

refurbished menswear section in London's **Harvey Nichols** offers a communal space for male customers, with TVs screening sports events, refreshments and game consoles.

"Delivering an ownership experience is as important [as offering great product]," says Tammy Smulders, Managing Director at strategic consultancy Havas Luxhub. This holistic approach to retail is vital in the current climate. According to a recent study published by the International Council of Shopping Centers (ICSC), in-store customer conversion rates are still four times higher than those of e-tail; no wonder smart offline retailers strive to make the most of their square meters, not just by filling them with merchandise.

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BUYER VOICES

S/S 2017: UNEXPECTED FINDS AND KEY ITEMS

WeAr ASKED SOME OF THE WORLD'S LEADING BUYERS WHAT PRODUCTS ARE KEY, WHAT THEY ARE MISSING IN THE CURRENT RANGE PROPOSALS AND WHAT WAS THEIR LATEST DISCOVERY.



MARCO CATENI

CEO & BUYING MANAGER, DIVO, SANTA MARIA A MONTE AND PONTEDEERA, ITALY

We aren't really missing anything in terms of range proposals; what is hard to find is the correct balance between quality and price. Unfortunately, top brands don't always care about this ratio.

It's not an easy time for upcoming designers now: stores don't want to take risks and propose only things that have already proven to be a success, without thinking forward and investing in new names. Among these newcomers, **J.W. Anderson**, who has already become a creative director for **Loewe**, is a breath of fresh air. Another inspiring up-and-coming label is **Marco De Vincenzo**.

www.divo.it



MARCIAL MUÑOZ

OWNER, NOVENTA GRADOS
SAN SEBASTIAN, SPAIN

For S/S 2017, I'm investing in womenswear and accessories, most of all handbags, sunglasses and wallets. I will focus on the most wanted international brands, like **Marc Jacobs**, **Nina Ricci**, **Comme Des Garçons**, **Rick Owens** and **Sybilla**.

One thing that is difficult to find is a good price-quality ratio. Lately some brands have been tapping into higher price points but without justifying them with better quality. This season we had several customers bringing items back to our store for repairs.

It would be great to have some brands with flexibility in terms of payment. I love to explore and add new brands to our shop, but this is really hard as brands usually ask for payment in advance. Due to this, shops are not able to put any margin on new products.



FILIPPO CACCIAPUOTI

OWNER, CACCIAPUOTI, NAPLES, ITALY

For S/S 2017, the categories that are particularly important for us are accessories, shoes, bags, T-shirts and sweatshirts. The most interesting discovery of the season was to see brands normally associated with sportswear collaborating with luxury brands [such as **Everlast** with **Ports 1961**, a brand carried by Cacciapuoti].

www.cacciapuotiluxurybrand.it/

Eyewear and sunglasses brands that are not connected to optical stores are usually awesome finds. They offer great value for money, compared to professional optical brands. This new world of design in eyewear is really easy to explore, and includes outstanding lines.

www.noventa-grados.com



SHERRI MCMULLEN
OWNER/BUYER, MCMULLEN
PIEDMONT, USA

Shoes with platforms and casual shoes that are great for walking around town and traveling are a key S/S17 category. Dresses are always important, especially in the spring, because customers like the ease of putting on a dress, a great shoe and heading out.

I'm always looking for casual pants with a great fit because, although my customers enjoy denim, they want another alternative.

I came across an amazing Italian designer, **Erika Cavallini**, a few years ago while shopping in Paris and had been watching the collection until finally ordering it last spring. My customers love it, the quality is wonderful and prices are good. I am almost nervous to share this discovery since we are one of only four stores carrying in the US!

www.shopmcmullen.com



ELKE-CECILIA RIEHL
HEAD OF BUYING DIVISION, LODENFREY MUNICH
AND OFF&CO, MUNICH, GERMANY

For S/S 2017, once again, we will have a strong focus on dresses and blouses. Straps of all sorts, knotted or showing the 'cold shoulder' are the current highlights. Romantic dresses with mille-fleur prints as well as slip- and shirt-dresses are also key. We also see a clear growth potential with pants, preferably those with numerous details. Denim is strong throughout all product categories. For outdoors, we concentrate on bomber and utility jackets, either with embroidery or prints.

We are always on the lookout for exciting labels that are not widely distributed. Our client travels the world and therefore expects a strong and inspiring brand portfolio from us, complete with unique lifestyle elements. The latest unexpected brand discovery for **Lodenfrey Munich** was **Sminfinity**, a wonderful collection of knits that immediately drew us in. In our concept store **Off&Co** we are now presenting the young designer **Nobi Talai**, who wowed me immediately at the Berliner Modesalon.

www.lodenfrey.com



CORNELIA WOLLESACK
DIVISION HEAD FOR YOUNG AND CONTEMPORARY
WOMENSWEAR, KONEN, MUNICH, GERMANY

For S/S 2017, I have seen sports influences in all product categories, giving fashion a laid-back feeling. Besides, I still find lots of blousons, denim, dresses and overalls. People these days focus on individual pieces, rather than a whole outfit.

For our young segment, labels such as **The Kooples**, **Zadig & Voltaire**, **Tiger of Sweden**, **Gestuz**, **Just Female**, **Second Female**, **LEE**, **Essentiel Antwerp** and **Mother** are very relevant: they form a cool, modern, rock 'n' roll look – sexy and feminine with a sporty vibe. I would like to see more pieces that are independent from the seasons, more carry-overs. In terms of product categories, I am always on the lookout for easy everyday dresses that you can wear for every occasion. My latest discovery: the Munich-based label **holyGhost**. They create a feminine, relaxed and individual look.

www.konen.de



LAURE HÉRIARD-DUBREUIL
FOUNDER AND CEO, THE WEBSTER
VARIOUS LOCATIONS, USA

In our clientele we have a strong balance of both locals and international travelers, so it's important that we offer strong representation across all key categories, ranging from must-have daywear, eveningwear and swimwear to accessories for men and women.

I don't feel that there is anything missing within the market, but I am always looking for exclusive offerings that can be sold only at **The Webster**. I focus on the selection of timeless pieces, so I feel I am able to find what I am looking for.

The latest discovery? Being a part of the LVMH Fashion Prize jury, which supports young talent, I was incredibly impressed by Antonin Tron's line, **Atlein**, and had to have it in my stores.

www.thewebster.us

COLOR TRENDS

SPRING/SUMMER 2018: PEACE

Exclusively for **WeAr**, color analyst **ready-made** has compiled six new future color themes for the S/S 2018 season.

The news is currently dominated by war, terror and populism. Wherever we turn, the world appears to be becoming more violent and cruel. The more we see the more we ask ourselves where and when this downward trend will finally end and good news will come our way. Fashion is seizing the initiative with one unambiguous theme: peace!

Loosely based on this idea, the ready-made team presents six new color schemes for SS 2018 which suggest where or how we can find peace as well as what can make us happy.

WE ARE FAMILY

Warm skin tones frame joyful summer colors, turquoise blue, emerald green, sun yellow and a fruity orange. These colors remind us of carefree summer days spent with friends and family and can be endlessly combined, whether it's in pure skin tones, solely in varied mixes or a combination of both.

PASSION

The power of pure red serves as the base in this theme, surrounded by cold pink tones, together with delicate coral and rosé, as well as dark, reddish-brown tones. Here we see a palette of passionate colors that imbue us with the energy to reach for the stars.

FOLK FUSION

A varied mix of strong colors, such as brilliant blue, warm yellow, bright red and intense purple, rounded off with deep brown, honey and off-white, that evoke a sense of diversity and stand for tolerance and respect. The creativity found in mankind's many cultures is reflected in colors and ornaments, materials and techniques.

GOLDEN DAYS

This mild palette of natural tones, from coconut, caramel and beige to antique white, make the matte dusty pink, turquoise and vanilla pastels shine. They remind us of the good old days of dolce vita and the jet-set chic of the 1950s and 60s in places such as Saint Tropez, Capri and Marbella.

CLOUD NINE

Paradisiacal greens, mixed with fruity orange and yellow with shades ranging from warm to cold, lead us into a tropical world of color. A lush Garden of Eden featuring colorful fish, birds and flowers, along with a golden-yellow sun, is the inspiration.

TRANSCENDENCE

The combination of transparency, featuring pure and cloudy shades of white, delicate gray and bright light blue, and transcendental, pure blue represent inner harmony, calm and peace. A minimalist world loosely based on the saying 'less is more'.

A collection of detailed **ready-made** color trend analyses is available at:

www.wearglobalnetwork.com/publications





www.victor.it



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WGSN

KEY ITEMS FOR S/S 2018

WOMENSWEAR

Laura Yiannakou, Womenswear Editor, WGSN



Details that dominate: Street style, Shanghai, June 2016



Considered Volume: Street Style, Paris 2016



Understated Basics: Sao Paulo Fashion Week, April 2016

While you are finishing your buy for spring/summer 2017, it is useful to keep in mind what the following summer has in store. Leading trend forecaster WGSN reports for **WeAr**.

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.

As S/S 2018 sees concepts of age, gender, nationality and seasons grow more fluid, womenswear begins to reflect this. Experimental voluminous silhouettes sit alongside minimalist basics, allowing the wearer to curate a truly personalized look.

Considered volume: cinched-in waists and statement sleeves emerge as key silhouette definitions

Details that dominate: exaggerated ruffles, statement hardware and oversized pockets allow for simple basics to act as a canvas

The wide leg transitions from directional newcomer to staple shape: experiment with fluid fabrics and cropped ankle lengths

Understated basics: the woven tee and the tube skirt emerge as important staples to be layered with seasonal statement items

Sporty influences with a luxe finish make a comeback: the windbreaker jacket emerges as a functional yet on-trend item

www.wgsn.com



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CORDURA: STYLE THAT LASTS



Cordura, one of the brands under the **Invista** group's umbrella, has been a leader in the creation of durable fabrics for over 45 years. Its success story started when backpack and outdoor gear label **JanSport** adapted the classic Cordura 1000d fabrics for its products. Nowadays, top fashion brands utilize Cordura's versatile range to create stylish, long-lasting garments, and numerous military and work-wear brands around the globe use their sturdy fabrics, too.

Customer demand for garments that are high in performance but fashionable and suitable both for work and leisure is on the rise, and Cordura wants to make sure that neither a soldier nor a fashionista has to feel uncomfortable in their gear. The label's most recent portfolio of cutting edge 'fashion x function' fabrics is a testimony to this: it caters to today's consumer who wants to cycle to yoga after work but go on a night out afterwards.

Cordura products remain relevant not only due to their durability but also because the brand consistently drives forward innovation. The brand fosters young talents to infuse its fabrics with new ideas and provide a direction for the future. Hence the brand's sponsorship of competitions for emerging designers and students, such as the Work 'N Mode contest and the Project 20/20 Award, and its collaboration with Parisian fashion school ESMOD.

As a brand that puts a premium on durability, Cordura is also concerned about sustainability. One of its fundamental beliefs is 'Sustainability begins with a product that lasts'. Cordura Denim and Ecomade recycled polyester fabrics are fully equipped for this role. Besides, more and more fabrics by Cordura are centered on the concept of 'lighter/stronger': the idea is to reduce the amount of raw material whilst maintaining long-term performance.

www.cordura.com

ISKO

In an exclusive interview with WeAr, Marco Lucietti, Isko's marketing director, gives an insight into the business strategy of the leading denim fabric manufacturer.

Where are the opportunities in denim within the next 24 months?

We see great opportunities in 'athleisure', the trend merging fashion and active life. Another interesting challenge is to add comfort to selvage and traditional denim, which is usually perceived as rigid. Responsible innovation and commitment to eco-sustainability are also important.

How can the market convince consumers to buy into innovative new denim rather than restock their current models?

Since denim is so democratic and influenced by social changes, innovative denim will always be relevant for the contemporary wearer. The key for the manufacturer is to anticipate arising consumer demands, such as comfort, technology and novelty.

Does Isko work with retailers, as well as brands?

Isko is a major player that can fulfill retailers' requests, making fast and continuous change possible. We work with many retailers, such as **Topshop** and **Uniqlo**, but in general with anyone who would like to offer valuable products. We also have a long history in working with high-end brands, such as **J Brand**, **Frame**, **Pierre Cardin**, **Armani Jeans** and **3x1**.

Is Isko trying to set the trend or to follow what consumers want?

Isko has always set the trends: the biggest revolutions in denim were launched and inaugu-rated by Isko. Think, for example, 'Jeggings', 'Isko Future Face' (the woven fabric with a knit look that provides extraordinary comfort and enhanced shape retention), athleisure, 'Isko Blue Skin' (the technology that allows 360-degree movement) and the four-way stretch for yoga and sport. Our goal is to always be at the forefront to offer inspiration to the industry. Right now we are working on wearable technology.

www.isko.com.tr



Marco Lucietti

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WeAr Global Group – simplifying fashion business

BUSINESS TALK



Calvin Klein



Handstich



Nobis

CALVIN KLEIN RAF SIMONS AND MORE

Calvin Klein is doubtlessly the talk of the season, with the appointment of cult designer Raf Simons as a creative director (just as **WeAr** had anticipated in its previous issue). Simons will oversee all of the company's brands, including **ck Calvin Klein**, **Calvin Klein Jeans** and **Calvin Klein**: a good reason to look forward to A/W 2017-18. Meanwhile, the current, A/W 2016-17 collection of Calvin Klein Jeans features updated all-black versions of the brand's most iconic, moto-inspired pieces in grease leathers, soft suede and ponte.

www.calvinklein.com

HANDSTICH NEW RAINWEAR LINE

German label **handstich** is famous for its extensive research on materials, as well as for combining functionality and great design. The brand creates cherishable items that make trusted companions to their owners for many years. For S/S 2017, handstich has launched a new rainwear line: for men, a coat in laminated nylon and a parka made of highly functional sympatexware that are perfect for rainy days; for women, a light rain cape and short coat silhouettes are created with a durable three-layer material. All fabrics are highly water- and wind-resistant yet breathable.

www.handstich.de/en/

NOBIS PROTECTIVE EMBRACE

For its 2017 transitional collection, **nobis** continues to encourage the exploration of ever-changing global seasons, catering to adventurous world travelers. Sleek protective rainwear and lightweight 100% Canadian white duck down-insulated jackets are windproof, waterproof and breathable due to exclusive 'Embrace' membrane lamination, seam-seal construction and DWR coatings. Each jacket has a corresponding piece of headwear in velour or wool, with reverse denim detailing, for those who do not want to choose between fashion and an active lifestyle.

www.nobis.ca

LA MARTINA X MASERATI SPACE MOTION

For S/S 2017, **La Martina** partners with **Maserati** for an exclusive sport-related capsule collection. Maserati's smart fabric 'Aluminia', with reflective and thermo-regulative properties as seen in space suits, is the highlight of the line. This innovative material, keeping the body cool in summer and warm in winter, is applied to piqué fabrics and nylon in polo shirts, outdoor jackets, Bermuda shorts and jumpers. With thermo-applications, technical mesh, holographic details and a new logo, this is a story of motion and geometry.

www.lamartina.com

FASHION CHARITIES MORE ACTS OF KINDNESS

Fashion is becoming more concerned with big issues. **Hudson Jeans** Founder and CEO Peter Kim is fundraising for **18for18/Project Rescue**, an initiative that combats human sex trafficking, by participating in their annual sky dive from a height of 18,000 ft (nearly 5.5 km!). German brand **Lieblingsstück** is helping to build schools and covering children's tuition fees in some villages in Madagascar, where it produces its collections. **WeAr**, too, will be launching a charitable project – look out for an in-depth report in our January issue.

www.crowdrise.com/ProjectRescue18for18/fundraiser/PeterKim
www.lieblingsstueck.com/en/smile_of/

ISETAN MITSUKOSHI KUALA LUMPUR OPENING

In October, Isetan Mitsukoshi will be opening a new concept store called Isetan The Japan Store Kuala Lumpur. Isetan's Lot10 store will be overhauled to create a six-floor, 11,000-sq-m space that embodies Japanese aesthetics. It will stock products that are mostly made in Japan, ranging from fashion to fine arts to crafts and gadgets. Some of the brands that will be carried at this unmissable destination include **Madstore Undercover**, **Onitsuka Tiger**, **Anrealage** and **Toga Pulla**.

www.thejapanstore.mistore.jp



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www.cordura.com



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Photos courtesy of Danny Pack – info@dannypack.co.uk and Ame Pierce of Burds, shot by Stephanie Sian Smith for Denim Duettes.



Stone Island



Lacoste



Victorinox

STONE ISLAND**COLLABORATION AND STORE OPENING**

The iconic Italian based label **Stone Island** led by Carlo Rivetti has launched the 'House Check' collection in collaboration with historic UK-based fabric manufacturer **Dormeuil**. The checked pattern is used on nylon metal – a fabric with an iridescent look that is a product of Stone Island research – in outerwear pieces, sweatshirts and T-shirts. In other news, the brand recently opened a new flagship in New York's SoHo, its 20th store to date. Alongside usual retail activities, it will feature regular installations in the Hub presentation space.

www.stoneisland.com

LACOSTE**'L.12.12' LINE EXTENSION**

The 'L.12.12' polo shirt is the most iconic item in **Lacoste**'s range; it is the spirit of the brand. Last season, a men's footwear line was launched to celebrate the 'L.12.12' aesthetic; this season, shoes for women and kids followed suit. The design is timeless and elegant, with a clean, yet feminine, look in piqué (another reference to the legendary polo) and leather. Colorways range from white and gray to pink. The collection also features white styles with heel tabs in red, green or blue.

www.lacoste.com

VICTORINOX**DIGITAL CRAFT**

For S/S 2017, **Victorinox** marries its historic penchant for handcraft with digital technologies. Ultrasonic welding and 3D body mapping have been utilized to produce the workwear-inspired collection. The key graphic element is the 'Sonic Wave' print, reminiscent of digital sound waves. Furthermore, Victorinox has produced a limited edition line under the headline 'Weathering the Storm', featuring attractive silhouettes, water-resistant materials and sealed seams. Key styles: 'Artisan's Choir' coat and the ultralight 'Packaway' jacket.

www.victorinox.com

ASOS EXITS CHINA**END OF LOCAL WEBSITE**

After three and a half years of operations in China, **Asos** has pulled the plug on this market to focus on the US, the UK and Europe instead. The over-localization of products, competition on heavy discounts and promotional sales have led to high costs and dwindling sales. With **Alibaba** controlling almost 80% of the e-commerce market share in China, price competition in the online sector is tough. China will continue to be served by Asos' international website.

www.asos.com

TRUE RELIGION**HOLIDAY 2016**

True Religion's 'Holiday 2016' collection borrows heavily from the punk movement while also employing traditional Western details. The October delivery focuses on patches – in gold, blue, cream and black – that appear on denim, T-shirts, activewear and jackets. The November delivery explores embellishments – including studs, hardware and other details – paired with denim in a wide range of washes. The December drop is about a vintage destroyed 'rip & repair' look.

www.truereligion.com

PREMIÈRE CLASSE**WELCOMES CAPSULE**

Parisian trade show **Capsule** will be joining forces with two other events, **Paris sur Mode** and **Première Classe**, for the S/S 2017 women's market. The re-known venue in Jardin des Tuileries will now host all three shows, thus extending the offer of accessories, clothing and lifestyle lines to include Capsule's young and hip pool of designers. **Don't Believe The Hype**, the platform focusing on emerging talent, will continue to showcase its labels at Tuileries, too, further diversifying the range of styles and price points exhibiting at this location.

www.parissurmode.com

www.capsuleshow.com



Tommy Hilfiger



Lieblingsstück



Denham x Art Comes First

TOMMY HILFIGER

LOVE AND YOUTH

Tommy Hilfiger Denim has rolled out the A/W 2016 advertising campaign '24/7 Hailey Baldwin & Lucky Blue Smith', which follows the two models on a 24-hour wander through Los Angeles. They are captured at LA's iconic spots, including Sunset Boulevard and Pink's Hot Dogs diner. The spirit of freedom and youth continues into the S/S 2017 collection, 'Summer of Love', where denim patch-works, sun-washed palettes and utilitarian details inspired by the carefree mood of Southern California sit next to swinging London references: liberty prints, heritage fabrics and playful paisleys.

www.tommy.com

LIEBLINGSSTÜCK

SUPPORTING THE TRADE

The German brand with a heart, **Lieblingsstück**, is extending its retail support. Retailers can now order bestsellers retrospectively, and key looks that are promoted by the brand on social media can be purchased in the delivery month. In total, there are now 11 deliveries a year, constantly providing the trade with fresh stock: it is Lieblingsstück's goal to serve the POS and the S/S 2017 collection further underlines this. The focus is on the relaxed Californian look, sporty but feminine. The centerpiece of the collection? A lace blouse, paired with a little jacket.

www.lieblingsstueck.com

DENHAM

A.C.F. COLLABORATION

Denham has teamed up with **Art Comes First** (A.C.F.) for a collaboration within its 'House Guest Artist Series'. A.C.F.'s collection 'Avec Ses Frères' explored the power and symbolism of black, coinciding with Denham's theme 'If it's not indigo, it's black'. The approach of Savile-Row-trained A.C.F. designers Sam and Shaka is to inject rock'n'roll into classic styles. It shows in their version of Denham's 'Bolt' jean, where they have added discrete blind zips to sharpen the silhouette, jackets, sweatshirts and five-pocket jeans they reworked for the project.

www.denhamthejeanmaker.com

LIEBESKIND

NEW FOCUS ON SHOES

For S/S 2017, **Liebeskind Berlin** puts a new focus on shoes. The six sneaker models in 15 colors are made from high-quality materials; the base model is white, black or with a leopard print, the trendiest pattern of the season, with a contrasting logo in calf leather or cow skin. Liebeskind's running shoes feel like socks due to their woven uppers in black-and-white, blood red, palm green and sea blue. The brand also offers sandals with leather straps, ballerinas with elastic soles, Chelsea boots and ankle boots.

www.liebeskind-berlin.com

THE WEBSTER

FURTHER EXPANSION

Famous for its Miami flagship, multi-label boutique **The Webster** announced the launch of its first store on the West Coast. This follows a period of expansion: in 2014 the retailer opened a branch at the **Bal Harbour Shops**, and in January 2016, a 500-sq-m location in **the Galleria** mall in Houston, Texas. Now the iconic US retailer has announced another opening in **South Coast Plaza**, California in early Fall 2016. The product mix will include menswear, womenswear and accessories by a variety of labels from **Azzedine Alaïa** to **Vetements**.

www.thewebster.us

STELLA McCARTNEY

MENSWEAR LAUNCH

London-based designer **Stella McCartney** is expanding her offering to incorporate menswear: a long-anticipated move for the designer who trained with a Savile Row tailor and whose style is coveted for sharp minimalist silhouettes. The line, which will include fur-free and leather-free apparel and accessories, is intended to offer a 'see-now-buy-now' approach in which clients can see the presentation in November and have deliveries by December. The company has indicated that the collection will emphasize "seasonless wardrobing", while adhering to the brand's sustainable ethics.

www.stellamccartney.com/



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.

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BEAMS MADE IN JAPAN NEW LAUNCH

For S/S 2017, Japanese company **Beams** has launched its **Made in Japan** line. Directed by Yutaka Goto, also designer of **Remi Relief**, the collection comprises basics with a focus on Japanese craftsmanship. The first collection has a street feel and a vintage look, particularly the super-thin indigo denim series that incorporates a rare technique of denim yarn dye that leaves the core white. Beams Made in Japan is meant to be more sophisticated and focused on details than the other lines produced by the famous Japanese retailer, and will primarily be sold outside of Japan. The first wholesale point was **CIFF** Copenhagen.

BIRKENSTOCK LAUNCHES BAGS

This Fall/Winter sees the launch of **Birkenstock** bags. They are made to last, taking cues from the heavy-duty bags used by the military and other trades. With a mix of fine tanned leather and sturdy canvas, they are the perfect travel companions, but also ideal accessories for a day out. All bags are handmade from materials sourced in France, Spain or Italy. Sitting in the upper premium price segment, they follow Birkenstock's tradition of craftsmanship, innovation and comfort.

www.birkenstock.com

PANTOFOLA D'ORO LA 130 AND MORE

The sophisticated Italian footwear brand has just celebrated its 130th anniversary with a new model 'La 130', inspired by one of the iconic 1966 football shoes. For S/S 2017, it continues to rework its four core product lines – training, soccer, basket and tennis shoes – using lambskin, hand-dyed calfskin, microsuede, nubuck and nylon, as well as original 1970s canvas produced by the historic company **Limonta**. Subtle retro references from the '60s, '70s and '80s appear throughout the collection. Everything is made in Italy.

www.pantofoladoro.com

JEANS FOR REFUGEES A JOHNY DAR PROJECT

American-born, Berlin-based designer-turned-artist **Johny Dar**, master of surreal body adornment and a favorite of A-listers, has launched arguably his most beautiful project to date: '**Jeans For Refugees**'. Dar spent 10 days hand-painting 100 pairs of jeans donated by celebrities, including Catherine Deneuve, Twiggy and Tom Waits, as a live performance in a refugee camp. The resulting artworks will be exhibited at the **Saatchi Gallery** in London and then auctioned, with all proceeds going to the International Rescue Committee.

www.jeansforrefugees.com

GIORGIO ARMANI LAUNCHES FOUNDATION

In a bid to ensure the integrity of his company and protect his employees, **Giorgio Armani** has launched his eponymous foundation. Industry professionals regard this as a move to protect the Armani Group from being acquired by larger corporations: once the designer is no longer around, his heirs will not be able to sell the company, as it will effectively have no owners or shareholders; instead, it will have trustees, or custodians, and its shares will be the foundation's assets. The Giorgio Armani Foundation will also support social and artistic projects.

www.armani.it

BERLUTI TAPS HAIDER ACKERMANN

Haider Ackermann, the designer associated with sophisticated, slouchy but clean silhouettes, intricate draping and layering and a refined aesthetic, is in discussions with heritage Italian menswear label **Berluti**, who is on the lookout for a new creative director. A favorite of fashion editors, Ackermann had previously declined an offer to succeed Martin Margiela at his post directing his eponymous label, and was later rumored to be Karl Lagerfeld's chosen successor for **Chanel**.

www.haiderackermann.be
www.berluti.com



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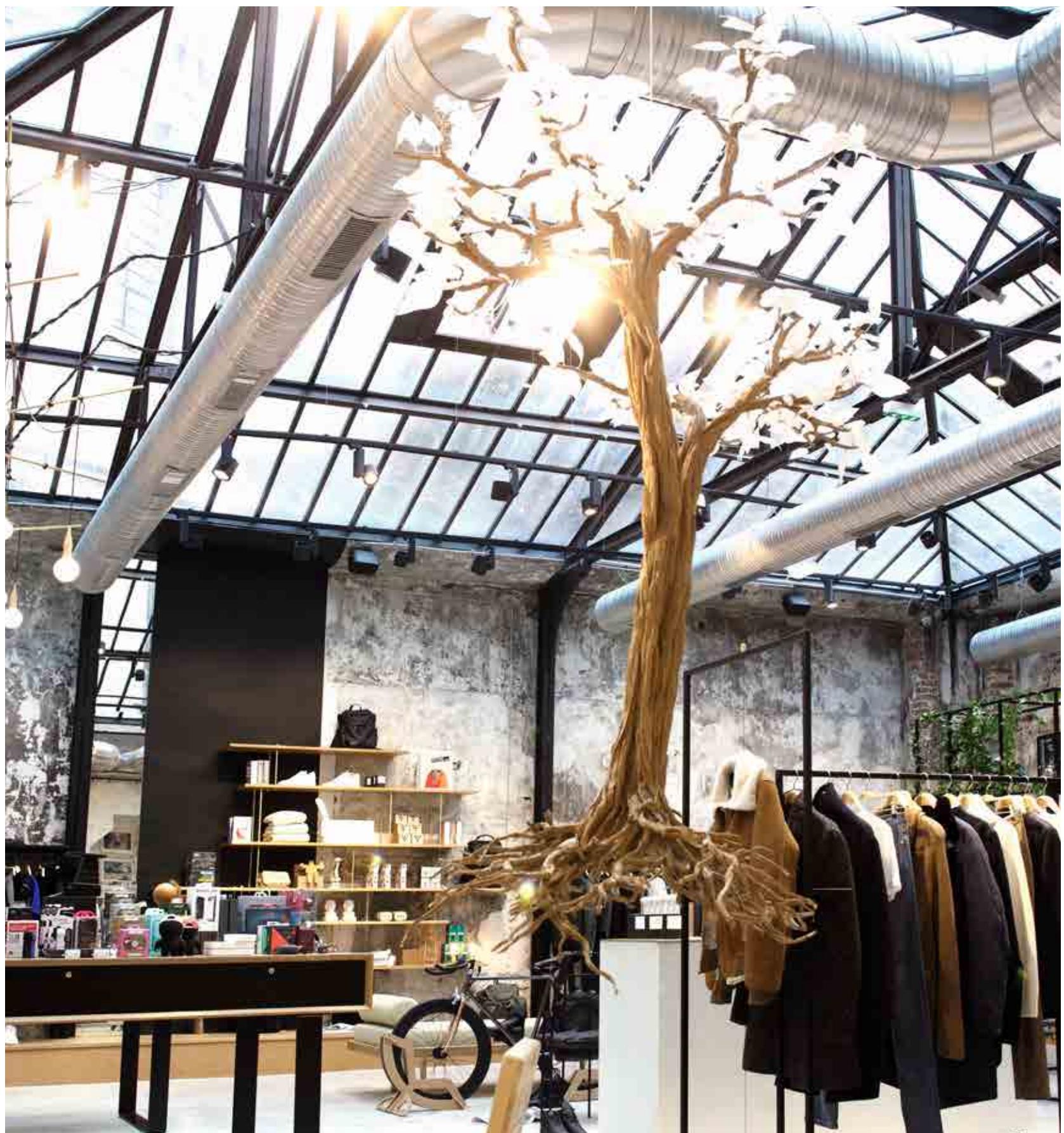
www.archive1820.com

Interior design: Daniel Gallo

Brands: adidas, Alexander Wang, A.P.C., Art Comes First, Chalayan, Church, Etudes, Filling Pieces, Kart Editions, Ly Adams, Marni, MSGM, Shinola Detroit, etc.















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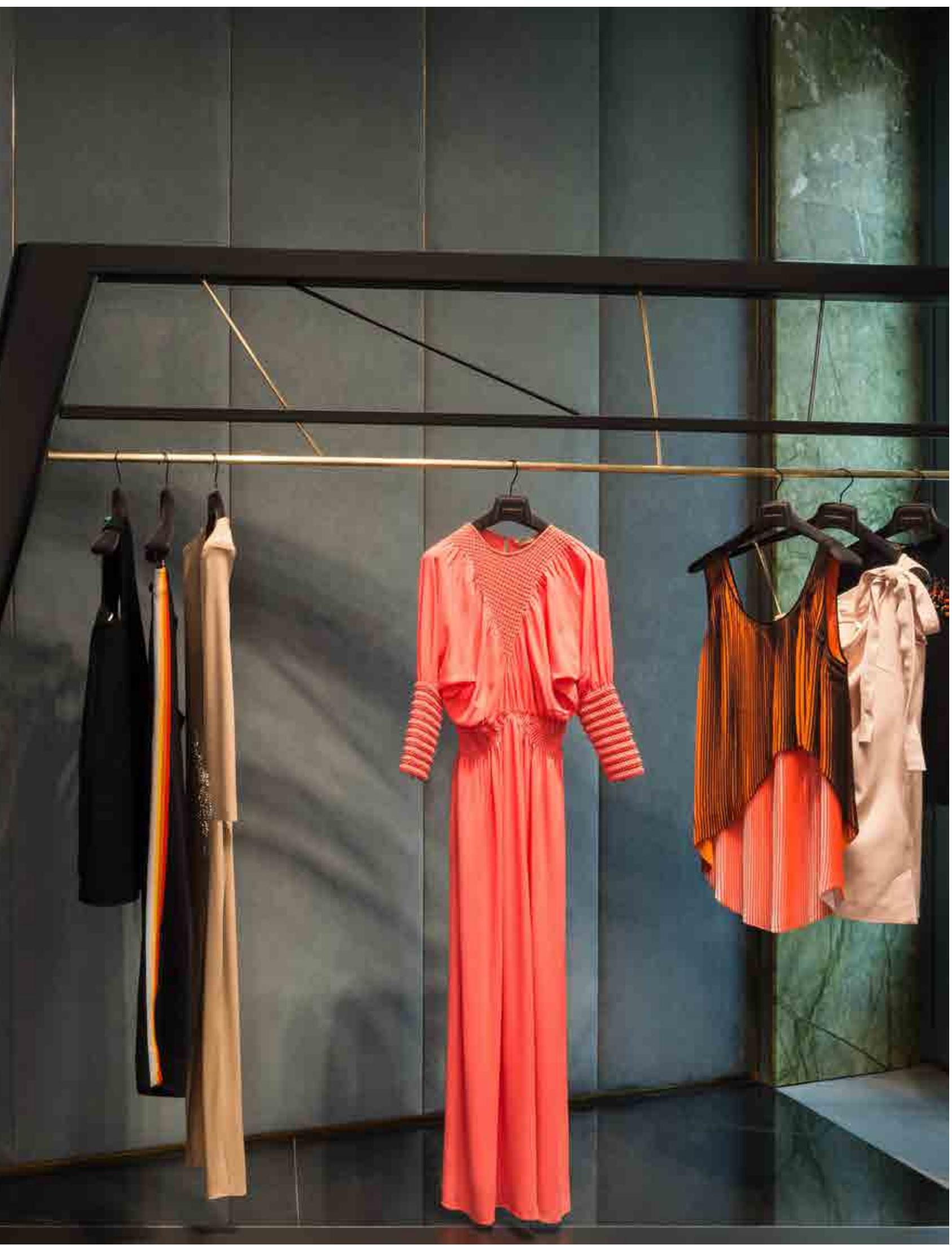
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Interior design: DIMORESTUDIO

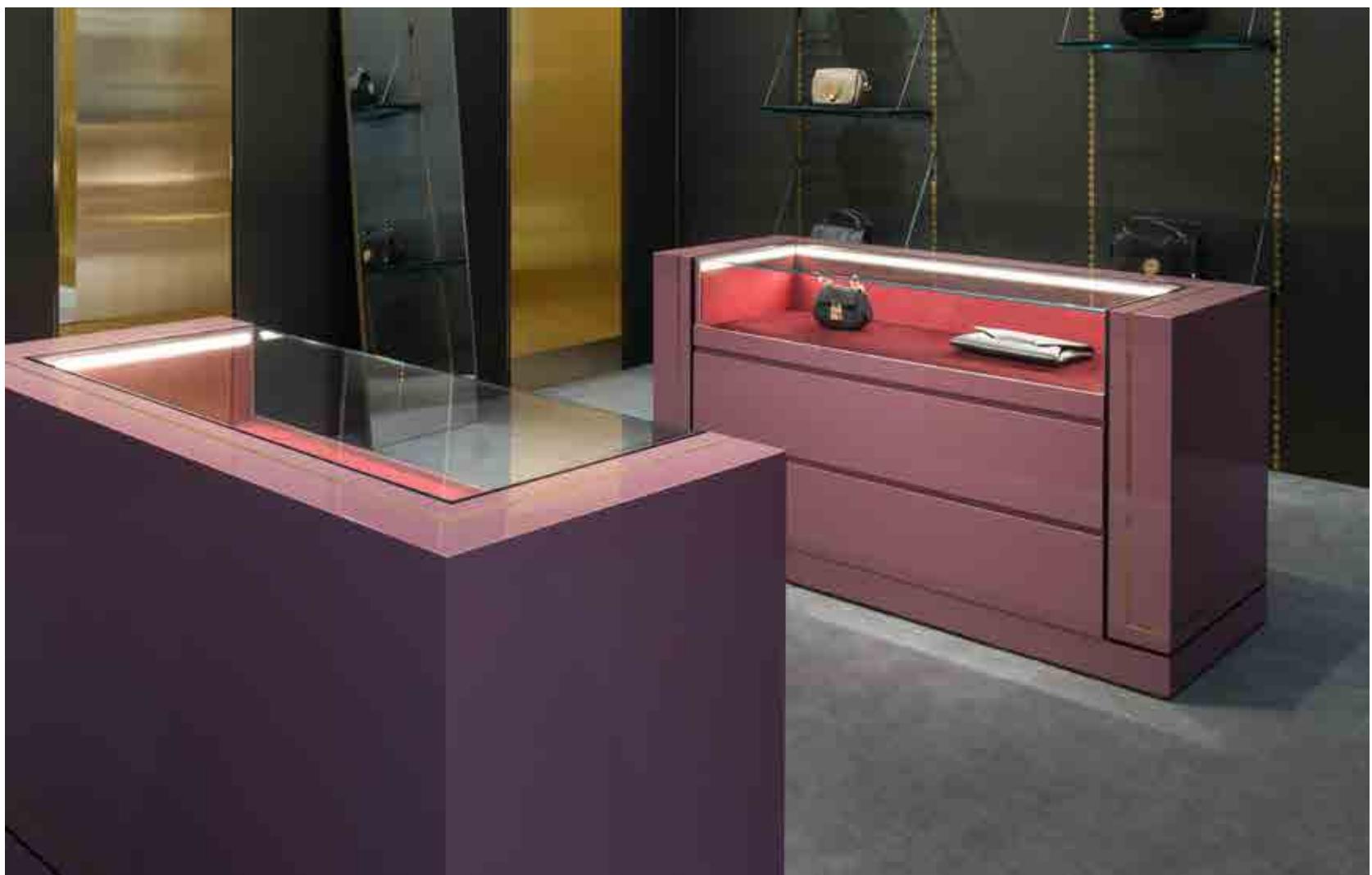
Brands: Alexander Mcqueen, Balenciaga, Balmain, Bottega Veneta, Bulgari, Burberry, Celine, Chloé, Christian Dior, Homme, Fendi, Ferragamo, Givenchy, Loewe, René Caovilla, Saint Laurent, Stella McCartney, Thom Browne, etc.











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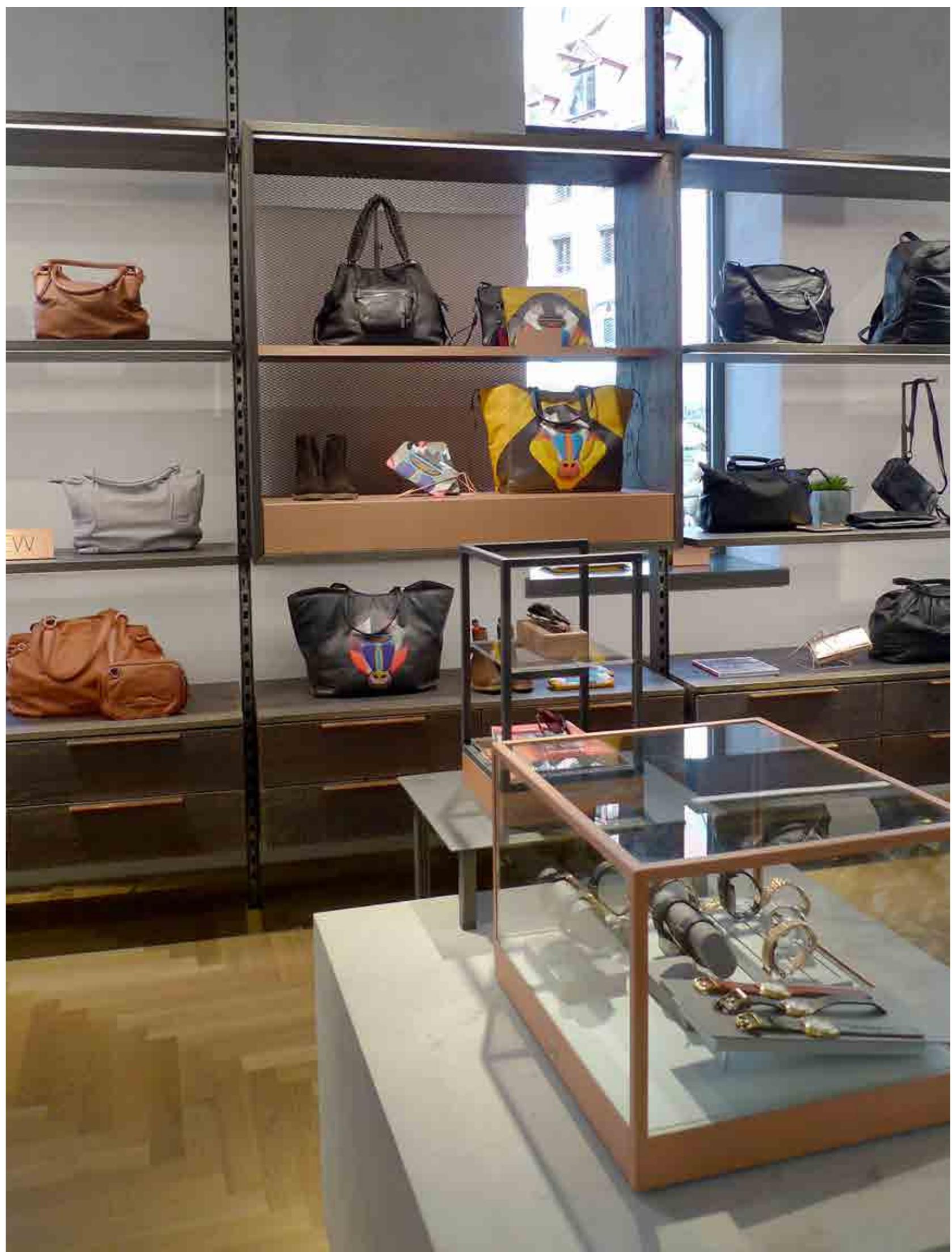
www.liebeskind-berlin.com

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Brands: Liebeskind Berlin

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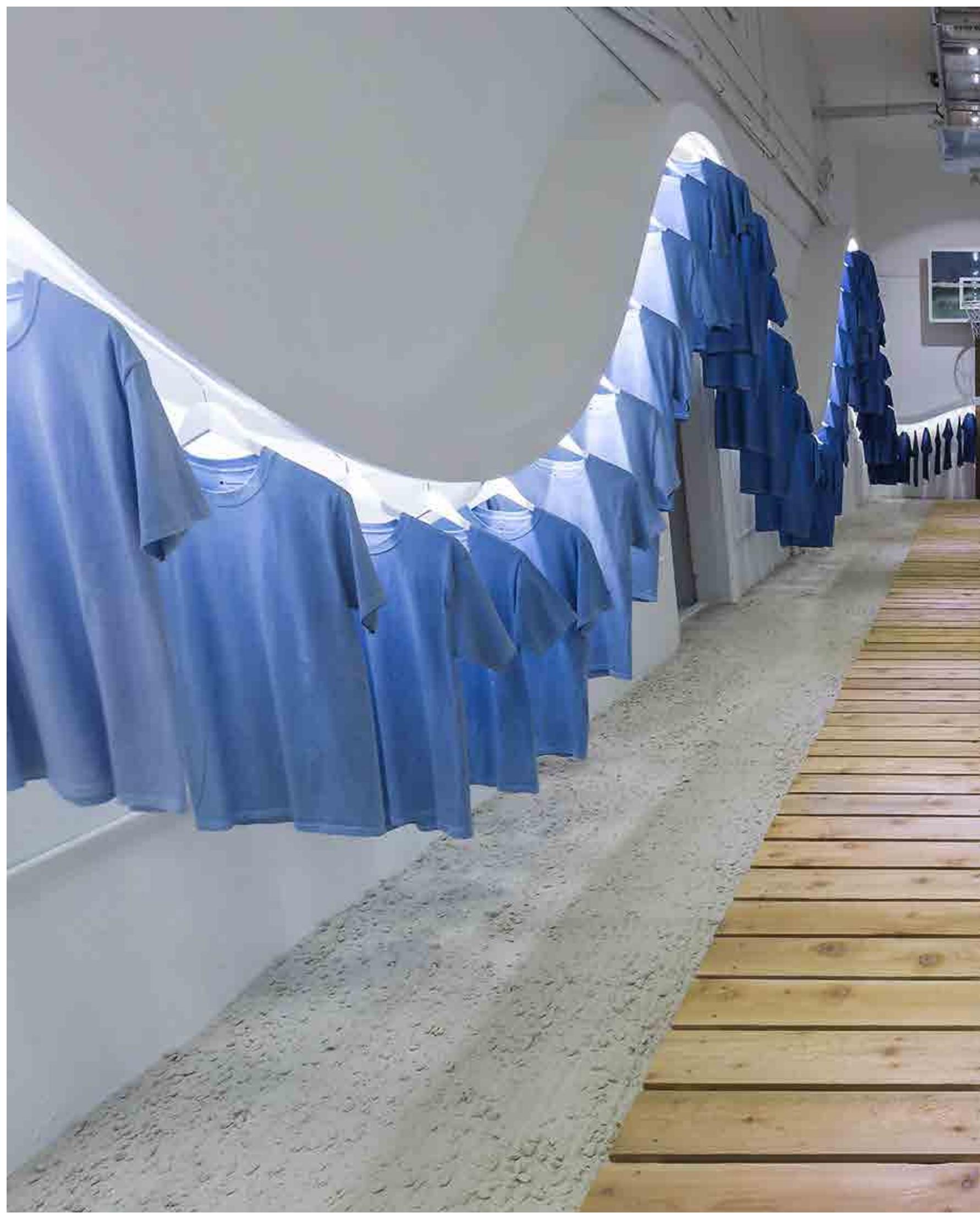
Interior design: The space was done as an art installation by John Margaritis.

Brands: New York Sunshine



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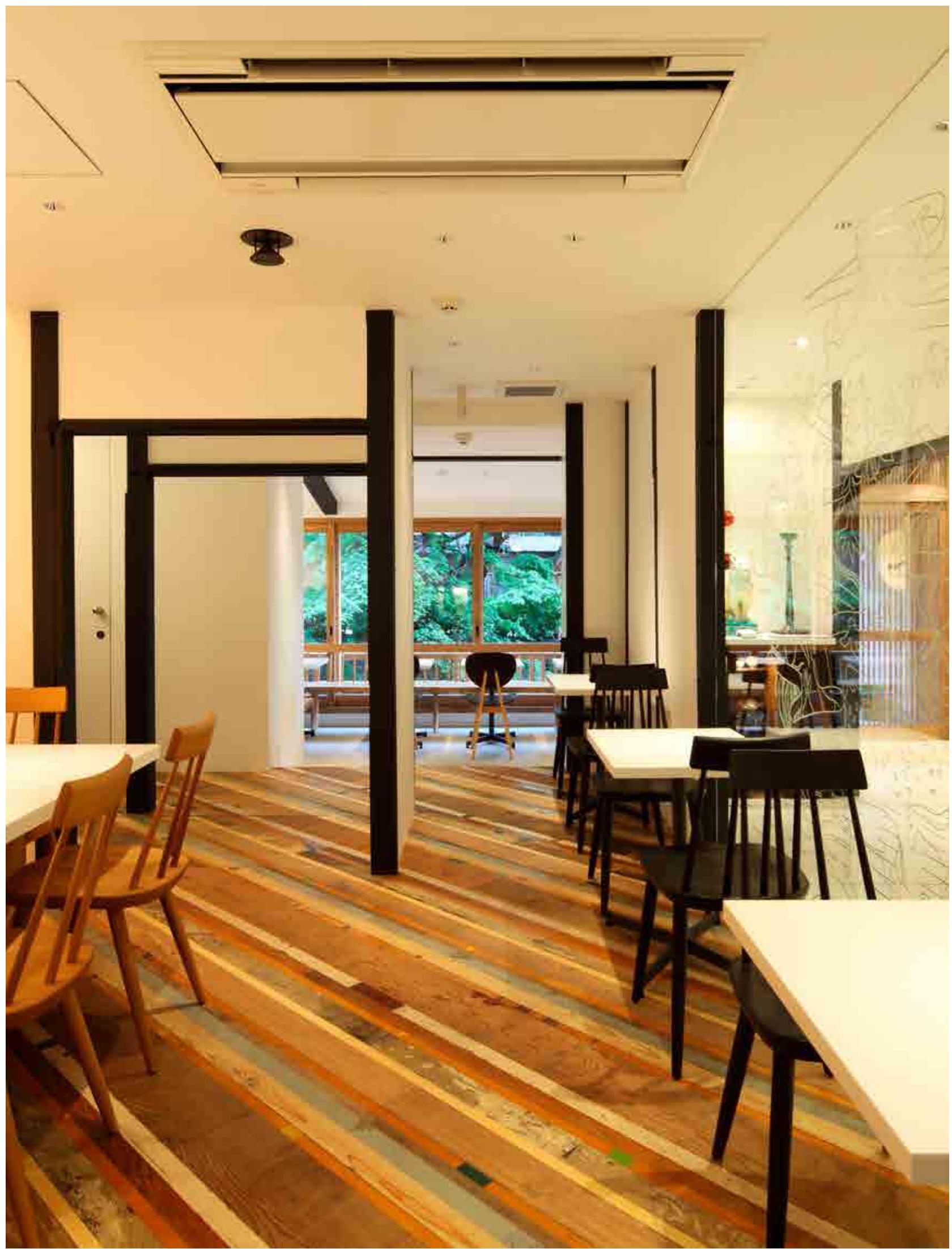
Interior design: Wonderwall

Brands: Accessory Museum, Amabro, Cape, Carnet, Chimaski, Coca-Cola, Collage Bygumit, Common Sleeve, Coohem, Copy Cat, Corchea, Dansko, Diptyque, E.m, Echire, Erika Walton, Eva, Freitag, Giraffe, Gohan, Gumit, Hario, Hermes, Lalitpur, Maison De One, Mina Perhonen, Miss Bibi, Mitake Buttons, Mutluluk, My Panda, Nakagawa Masashichi Shouten, Pass The Baton, Patagonia, Petit Bateau, Puebco, Rhodia, Sandglass, Simmon, Sticks & Stones, Theatre Products, Toga, Tori-Dori, Yeah Right!!, Yuki Sumiya, Yukifujisawa, Zucca, etc.











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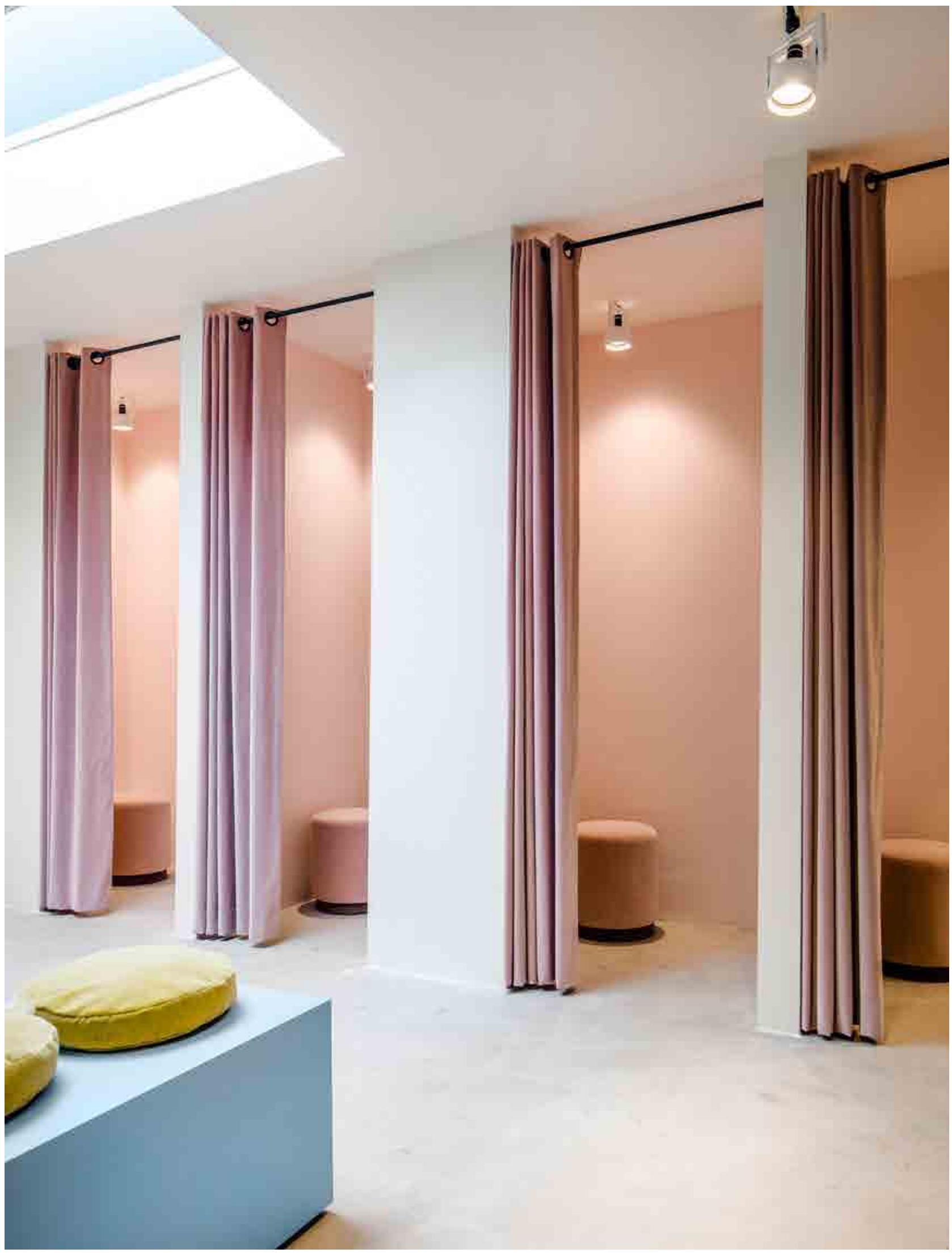
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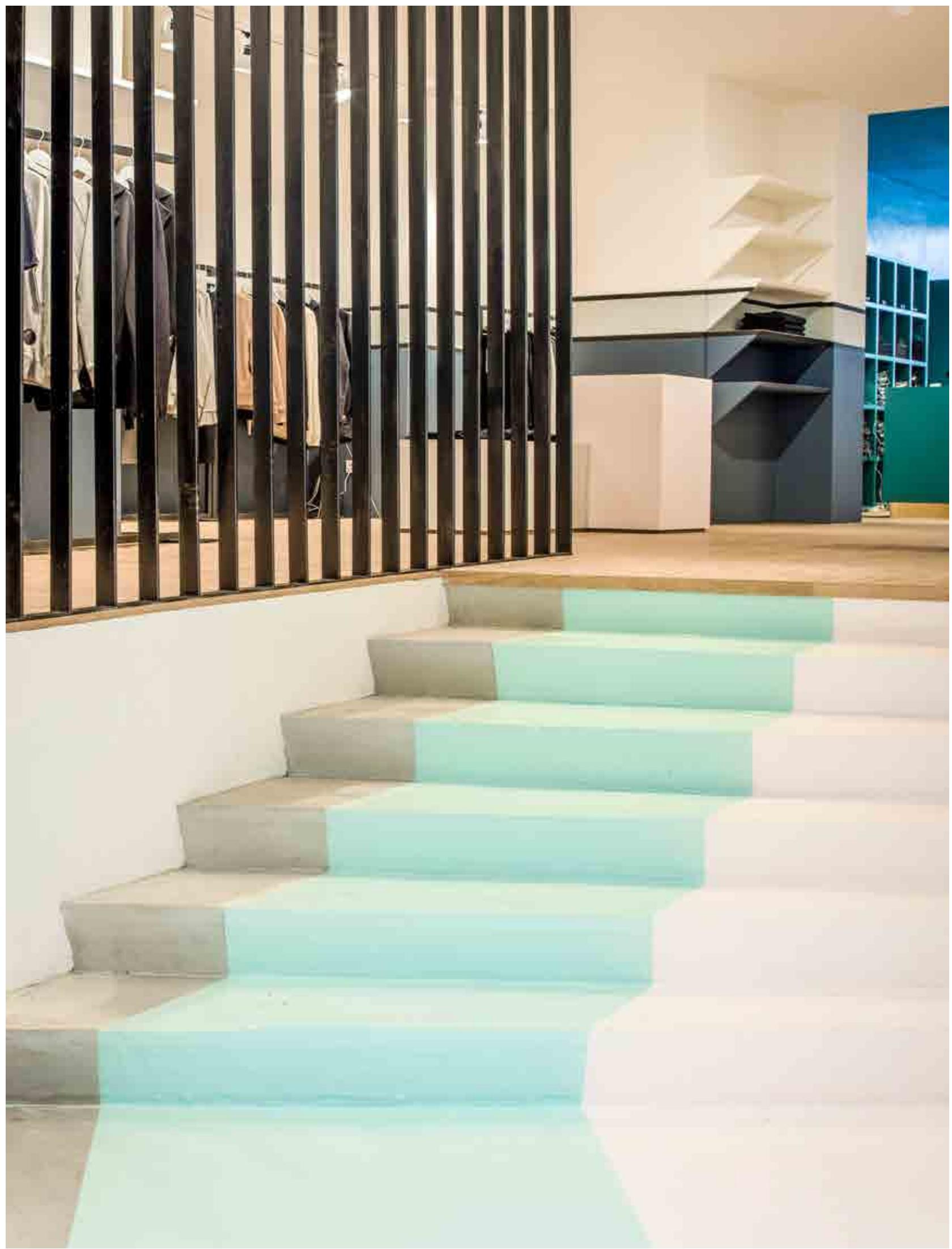
Brands: A Kind Of Guise, Ami Paris, Cmmn Swdn, Elka Raincoats, Être Cécile, Fanmail Ny, Harmony Paris, Linda Farrow, Maison Kitsune, Mykita, Norse Projects, Welter Shelter, Wood Wood, etc.

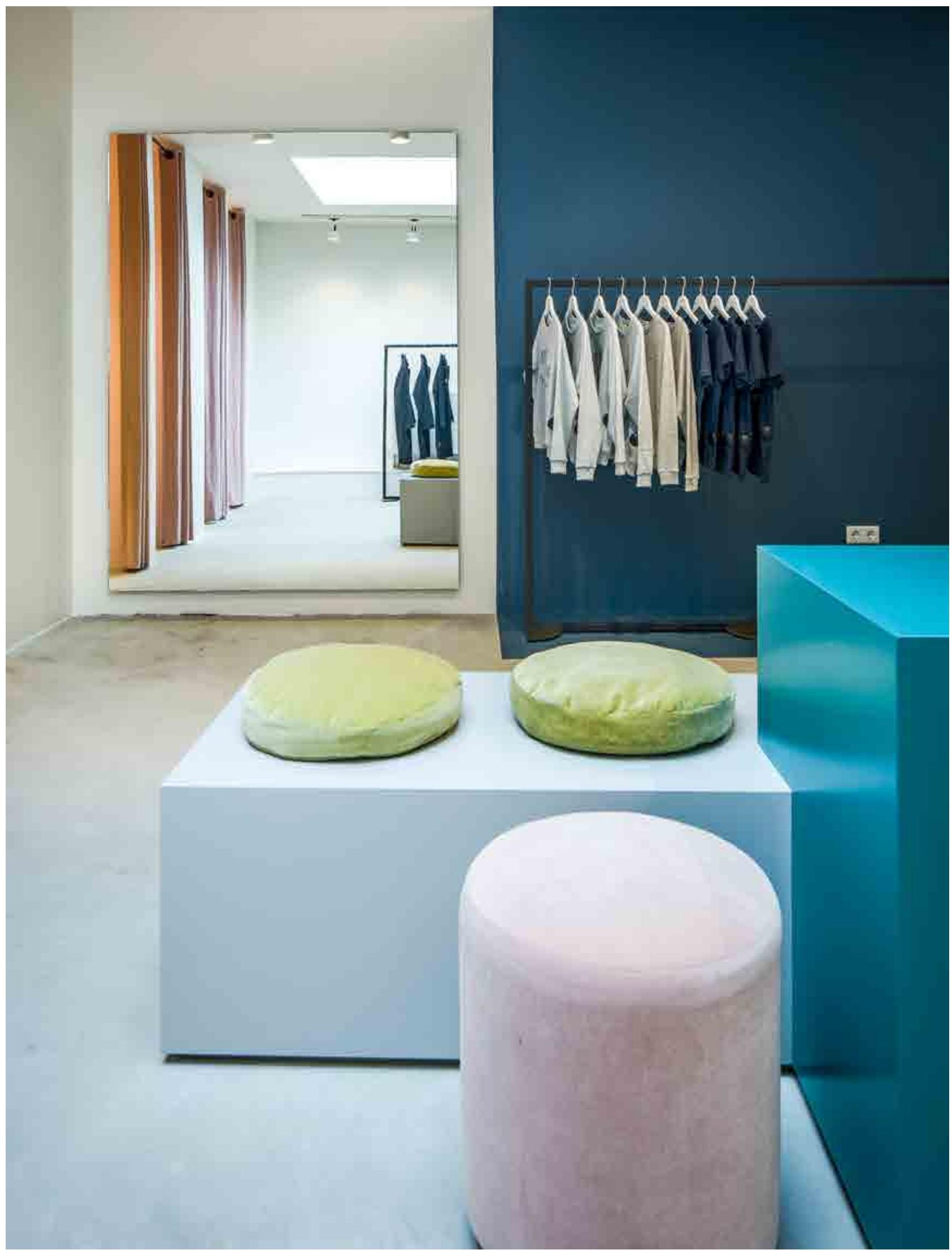














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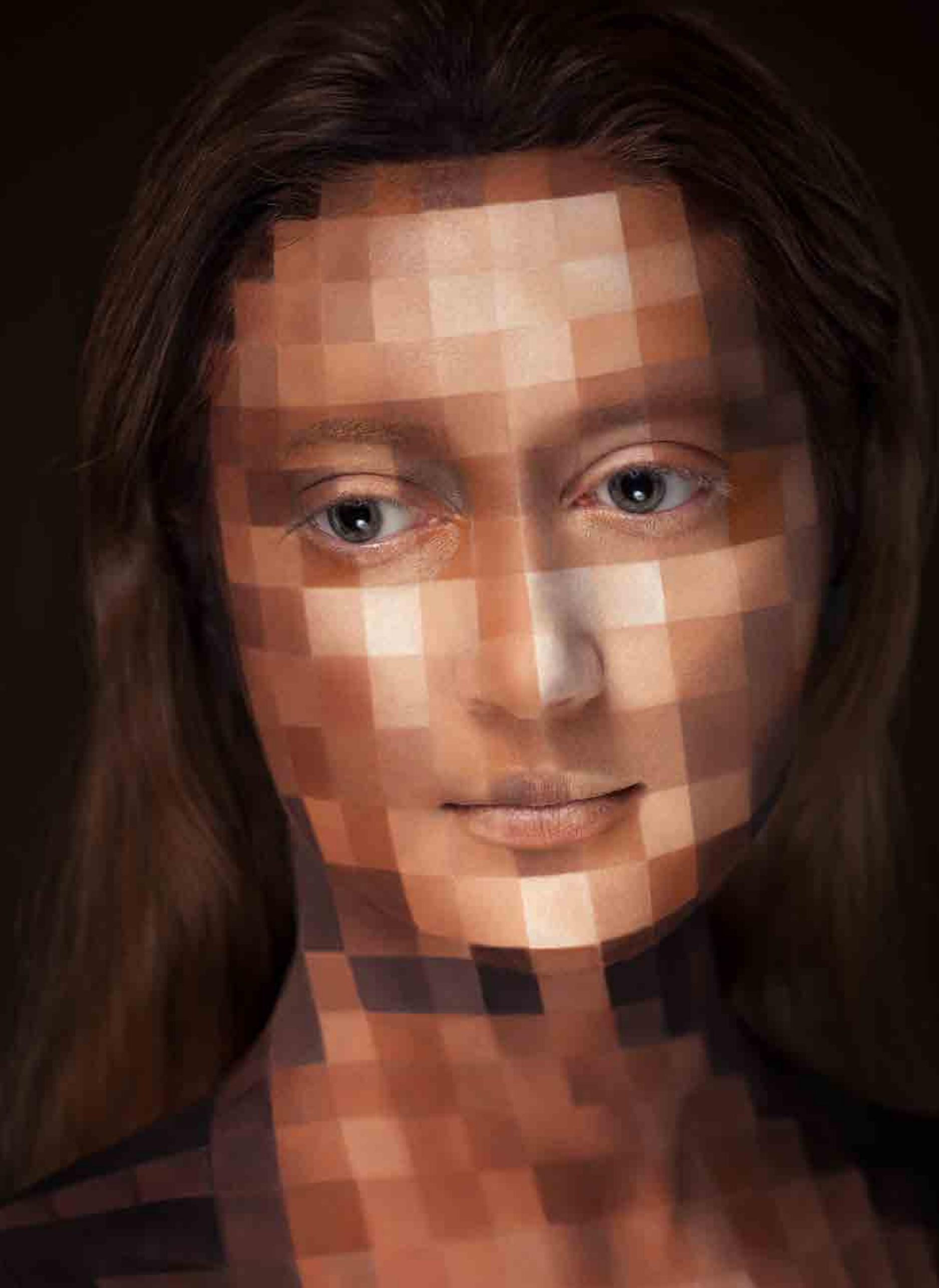
Interior design: True Religion
Brands: True Religion

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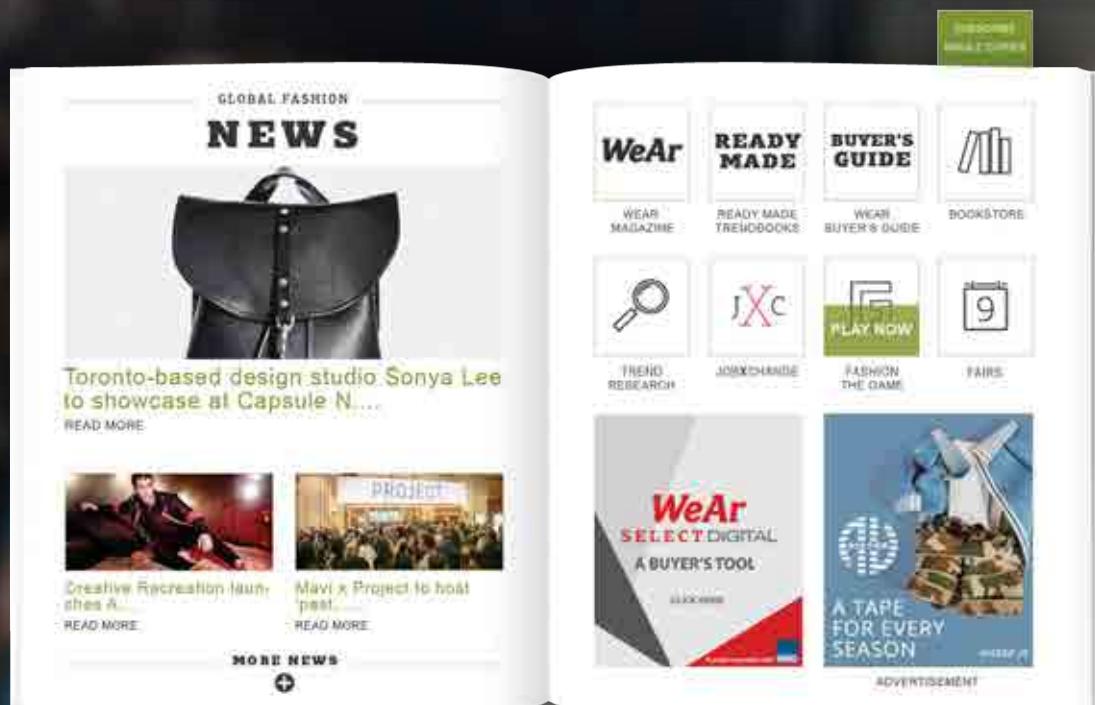






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**ALEXANDER KHOKHLOV**

Alexander Khokhlov is a photographer based in Moscow, Russia, renowned for his surreal eye-tricking portraits that focus on the interplay of face art and non-organic textures. His celebrated series 'Weird Beauty' and '2D or not 2D' were created in collaboration with make-up artist Valeriya Kutsan. Through a mix of face art, photography and post-production, Khokhlov created posters that went on to be selected as promo images for the 11th Dubai Film Festival and included in Designcollector's Top 10 Russian projects in 2013.

He now works together with his wife, designer and make-up artist Veronica Ershova. One of their first collaborations was Flower Marge, a series of portraits of a thoroughly made-up and coiffed – and spookily accurate – real-life impersonator of Marge Simpson. The 'making of' video for this project quickly earned 1.5 million views on YouTube. Khokhlov and Ershova are currently working on a series entitled 'Shapes and Illusions', combining the techniques of face art, photography and decoration. This project has already earned Khokhlov the 2nd place in the One Eye and Photography Awards.



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