

# 2017 PREVIEW

**WeAr** ASKS MAJOR FASHION INFLUENCERS: "WHAT ARE YOUR EXPECTATIONS, HOPES AND FEARS – IN TERMS OF YOUR BUSINESS, BUT ALSO GLOBALLY FOR THE FASHION INDUSTRY – FOR 2017?"



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**MIRKO GHIGNONE** (01)  
FOUNDER AND CREATIVE DIRECTOR, AVANT TOI

The development of technology is leading people towards virtual experiences; handmade items and the human touch are becoming a rarity. In the New Year, we want to slow down, go back to traditions and embrace Mother Nature.

**CINDY MCNAULL** (02)  
GLOBAL BRAND AND MARKETING DIRECTOR,  
CORDURA

From suits and work apparel to the latest denim jeans, consumers are constantly demanding more from their clothing. In 2017, we expect the fashion industry to continue to move in this direction – with adaptive clothing constructed within the ‘tradition meets innovation’ mindset. Blending classic natural fibers like wool and cotton with the latest synthetic performance fibers will play an important role in creating cross-functional garments that can push the limits and take wearers further. As the **Cordura** brand enters its 50th anniversary year, we hope to continue to be at the forefront of this trend.

**ROBIN CHRETIEN** (03)  
FOUNDER AND DESIGNER, ROBIN'S JEAN

My expectation for business is that **Robin's Jean** will continue to grow at a steady pace. We have over 20 new retail stores projected to open over the next three years in the US, which I am very excited to reveal. Whether the economy is up or down, people will always invest in quality and craftsmanship. For 2017 and the following years to come, I am very optimistic that the business will continue to grow along with the global fashion industry.

**ANDREW BERG** (04)  
PRESIDENT, ROBERT GRAHAM

My expectation for 2017 is that that fashion industry will remain fully committed to constant innovation and brand experiences to fuel the need for newness and connection in real time. Crossing all international and domestic lines, the luxury gentleman is moving faster and demanding more than he ever has before, and he will link his product purchase intent with the overall brand experience.

**JEAN-MARC ANDRÉ** (05)  
MARKETING AND COMMUNICATION DIRECTOR,  
WHO'S NEXT

‘See-now-buy-now’ impacts our industry at all levels, but, even though the immediacy of information made possible by the Internet influences consumer behaviors, not all customers expect items to be instantly accessible. More importantly, not all designers can adapt to this model. The worst thing that could happen [in 2017] would be to see designers prioritizing sales over creativity while designing their collections.

This oversaturation with information is leading to a need for curation. As a trade show, and even more importantly as a brand, you need to have your own editorial line, a story to tell, and provide your customers with experience. You need to make strong choices that will differentiate you from the others. In an oversaturated world, customers are looking for personified brands whose DNA fits their beliefs and their vision.