

MENSWEAR LABELS TO WATCH



SONGZIO

Launched in 1993 by Zio Song, a major figure in the Korean fashion industry as well as an accomplished painter, **Songzio** is praised for its high-end menswear, particularly its sophisticated black suits. The brand's international expansion started in 2006 at Paris Men's Fashion Week. The house is now based in Paris and Seoul, and in 2016 it staged its first London show. In its collections, timeless black meets the conceptual purity of Song's art prints. The S/S 2017 collection combines minimalism with bold colors; shades of green and blue are reminiscent of the ocean, which is also the theme of Zio Song's abstract paintings that express rhythm, intensity and chaos. The brand's signature suit look is rendered with cropped wide trousers and elongated jackets. Songzio is sold by over 30 retailers worldwide, including **Harvey Nichols** (Hong Kong), **Traffic Multilab** (Naples), **Le Gray** (Riyadh), to name but a few. It is distributed via **MC2 Showroom** in Paris.

www.songzio.com



QASIMI

London-based menswear label **Qasimi** is the brain-child of UAE-born Khalid Al Qasimi, the precocious talent who won his first art scholarship at the age of 9. An intellectual as well as an artist, he undertook courses in Hispanic Studies, French literature and architecture before completing his fashion studies at the prestigious Central St. Martin's College of Art. He debuted at Paris Fashion Week, where he immediately gained international recognition. Qasimi's style is minimalistic and architectural, with military and athletic aesthetics; inspiration comes from traditional Middle Eastern costume. In his S/S 2017 collection, called Videogame Wars, Qasimi has been reflecting on the Gulf War, yet the collection is anything but sinister. The silhouettes are loose, layered and relaxed, with athleisure and military references, such as bombers and leggings with shorts, leading the way. Green tints and sandy shades create a summery feel, further enhanced by the use of light fabrics, such as organic linens, cottons and wools. Stockists include **Harvey Nichols** and **The Shop At Bluebird** (UK), **Shine** (China, Hong Kong) as well as **Wrong Weather** (Portugal).

www.qasimi.com



MOHSIN

'Form, fabric, function' is the motto and the inspiration behind the work of British designer Mohsin Ali. A graduate of the London College of Fashion, he spent over a decade designing for leading labels in Italy and the US before launching his own brand, **Mohsin**. His inspirations vary from the works of brutalist architects such as Le Corbusier to Muay Thai boxing, a sport Mohsin has been practicing for years. The S/S 2017 collection develops the idea of waste reduction, both in terms of precise, ergonomic design and with the idea of garments being passed down through generations, collating and reworking memories. Accessories are inspired by a purse the designer inherited from his grandfather, and the oversized shirts hark back to Ali's outfits in his club days in the early 1990s. Sportswear references, inherent to the brand, are rendered in a clean, minimalistic way. Mohsin's clients include **LN-CC** (London), **Space Mue** (Seoul), **4** (Kuwait), **Club 21** (Singapore) and others. He is showing at **London Collections Men** and in **Lakic Showroom** in Paris.

www.mohsinlondon.com