



Denham

## DENHAM

### PREPARE TO TRAVEL

**Denham's** core Spring 2017 collection focuses on travel-friendly versatility. The designers looked into Denham's own eight-year brand archives, as well as the Denham Garment Library of vintage denim, workwear and utility clothing, and came up with a collection of iconic garments in light, soft stretch fabrications. New fits for women include 'Judy', a straight jean inspired by Judy Denham, founder Jason Denham's mother, a 1970s free spirit who loved high-rise, wide-legged culottes; and 'Bonnie', a super-soft loose fit trouser inspired by Denham's Western archives.

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

## PARAJUMPERS

### TECH MEETS FASHION

To emphasize the fusion of hi-tech and casual in **Parajumpers'** S/S 17 line, creative director Massimo Rossetti teamed up with his long-time collaborators, the Japanese designer Yoshinori Ono and the Italian designer Gionata Malagodi. The resulting collection pays homage to the company's 50-year expertise. Malagodi proposes a new take on the 'Airship' series, featuring jackets inspired by the air force, while Ono introduces extremely light three-layer micro-ripstop with a slight crinkle effect, taped seams and waterproof zippers. Further highlights include 'Rain', 'Soft Shell' and 'Windbreaker' capsules, built to face bad weather in style.

[www.parajumpers.it](http://www.parajumpers.it)



04651/

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### A TRIP IN A BAG

A love of the North Sea and the island of Sylt is the driving force behind **04651/**'s S/S 17 collection. The brand's concept, 'a trip in a bag', is about offering luxury basics that can be packed into a carry-all for a weekend in a special place close to nature. This season, these include relaxed linen shirts and trousers, Bermuda shorts, polo and jersey shirts, as well as beachwear, cashmere knits and linen and jersey jackets. Sneakers are introduced for the first time, featuring an abstract pattern of Frisian tiles.

[www.04651-sylt.de](http://www.04651-sylt.de)

## GUESS

### GLAMOROUS FUNCTIONALITY

In its S/S 17 denim collection, **Guess** utilizes functional materials as well as natural fabrics such as silk, viscose or Tencel. For women, flower and animal prints, together with graphic motifs, prevail. The collection benefits from breathable, water- and stain-resistant fabrics, 4-way stretch and Jean-care technology which moisturizes the skin during wear. Performance fabrics continue in the men's line: Coolmax technology absorbs moisture from the skin and provides all day dry comfort. Khaki tones with tropical pink, blue and green are key. The collection's highlight? A glamorous Indigo suit, which guarantees flexibility, style and comfort.

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



Beachbody

## BEACHBODY

### APPAREL LAUNCH

**Global Brand Partners**, founded by industry veterans Killick Datta and Peter Koral, is the new global apparel and footwear licensee of **Beachbody**. They will be designing, developing and producing garments and shoes under the name of the renowned wellness expert. The worldwide launch of the collection is planned at the upcoming **ISPO** show and first delivery is set for July 2017. Beachbody is a worldwide leader in health and fitness headquartered in Santa Monica, USA and founded in 1998 to help people achieve their fitness goals. Its success stems from its 'Beachbody on Demand' streaming platform, workout regiments, such as Insanity, its super shakes and sport nutrition supplements. It has a network of 500,000 coaches and over 36 million views on YouTube. In 2013, Beachbody had 17 million customers. As the athleisure trend continues to grow, this is a strong brand to look out for.

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

## TOMMY HILFIGER

### SUMMER OF LOVE

"The rules of style are fading away, and people want clothes that feel easy and relaxed," said **Tommy Hilfiger**. In a bid to "liberate the classics" he created his 'Summer of Love' collection as a new take on flower power for today's American dreamers. Key themes in the men's line are slouchy, oversized silhouettes and tailoring with a denim twist. For women, voluminous bishop-sleeve dresses, a drapey parka, an oversized shirt dress and a jumpsuit meet a bohemian suede line and a white leather story, all rendered with Tommy's cool, carefree twist.

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