



Lieblingsstück

## LIEBLINGSSTÜCK

### NEW SHAPES AND SHADES

In A/W 2017 the German brand **Lieblingsstück** will have a strong focus on deep hues, especially green, beige and dark anthracite. The color scheme is sporty, mixing burgundy with thyme and a strong pink with copper accents. In terms of materials, mohair and light mousse qualities are key; jersey is bonded with mohair for increased comfort. Knitted banded collars and extra-long trumpet sleeves create a new silhouette. The collection's motifs include roses, birds, cats, tigers and bees, as well as patches on T-shirts and sweaters.

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

## CALVIN KLEIN

### UNITES SHOWS

**Calvin Klein** is the latest brand to shake up the fashion calendar. Following in the footsteps of **Gucci**, **Burberry** and **Vetements**, the American luxury label announced that it would be holding one show presenting both women's and men's collections. The show's time slot at NYFW has changed too – Calvin Klein is now one of the opening labels, in contrast with the second-to-last slot it previously held. The announcement comes soon after **PVH**, the company that owns **Tommy Hilfiger** and Calvin Klein, reported profits that beat Wall Street forecasts for the 3rd quarter of 2016.

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



Liu Jo

## LIU JO

### BOTTOM UP AMAZING

Denim is **Liu Jo**'s main focus for S/S 17, particularly the 'Bottom Up Amazing' line, launched in the F/W 16 season. A balancing act between experimentation and femininity, this product is the result of combining Liu Jo's fashion expertise with denim manufacturer **Isko**'s cutting-edge technology, **ISKO BLUE SKIN**. The unique bi-stretch fabric used in the line makes denim unprecedently comfortable. This product will be further developed in a wider range of models for FW 17/18.

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

## PRPS

### LAUNCHES WOMEN'S COLLECTION

Luxury denim pioneer **PRPS** has launched a women's collection, available to consumers from summer 2017. Following the success of the men's line, founder and designer Donwan Harrell decided to tackle the women's market: "I was looking at women's denim in the stores and it was all the same ... I wanted to create something that stood out." The inspiration came from Harrell's love for American muscle cars. Retailers such as **Ron Herman**, **ShopBop**, **American Rag** and **Revolve** have already bought the line that will retail at 198-495 USD.

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



Pepe Jeans London

## PEPE JEANS LONDON

### OPPOSITES ATTRACT

**Pepe Jeans London**'s Pre-Fall 2017 collection is inspired by the eclectic style of London's Portobello Road, where the brand was born. Denim jackets are teamed with sweats and long flowing skirts; pastels are key, and prints take hints from retro furnishings. Other key womenswear items include biker jackets, parkas, bombers and the trench coat. The disheveled chic vibe continues in the menswear line, where a blue velvet blazer is paired with a denim shirt and a silk scarf with a jaunty pattern.

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

## WOOLRICH EUROPE

### MERGE WITH WOOLRICH INC.

**Woolrich Inc.**, America's oldest outdoor clothing company, and **Woolrich Europe**, licensee of the trademark for Europe and Asia, owned by **W.P. Lavori**, have merged into **Woolrich International** to accelerate the growth of the brand both in North America and worldwide. The company that employs 300 people will be headquartered in London, from where all operating offices will be coordinated, and is expected to have an annual turnover of 300 million USD by 2020. By the end of its four-year strategic plan, Woolrich International aims to be listed through an IPO in a prominent international stock market.

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