

WEAR

A FASHION WORKBOOK
PROFESSIONAL EDITION

FASHION TRENDS FOR MEN AND WOMEN
THE VERY BEST IN FOOTWEAR
EXCITING DESIGNER BRANDS
STOREBOOK: INSPIRING FASHION INTERIORS
DENIM: A COMEBACK







Calvin Klein

I am alluring in #mycalvins

Aomi Muyock, Actor

A full-page photograph of a woman with dark hair and blue eyes, identified as Bella Hadid, is positioned in the center. She is standing in a room with a vibrant red wall. She is shirtless and wearing dark blue jeans. Her body is angled, with her back to the camera and her head turned to look over her shoulder. The lighting is dramatic, casting shadows on the wall behind her. The overall composition is a classic fashion advertisement.

Calvin Klein

I twist in #mycalvins

Bella Hadid, Model



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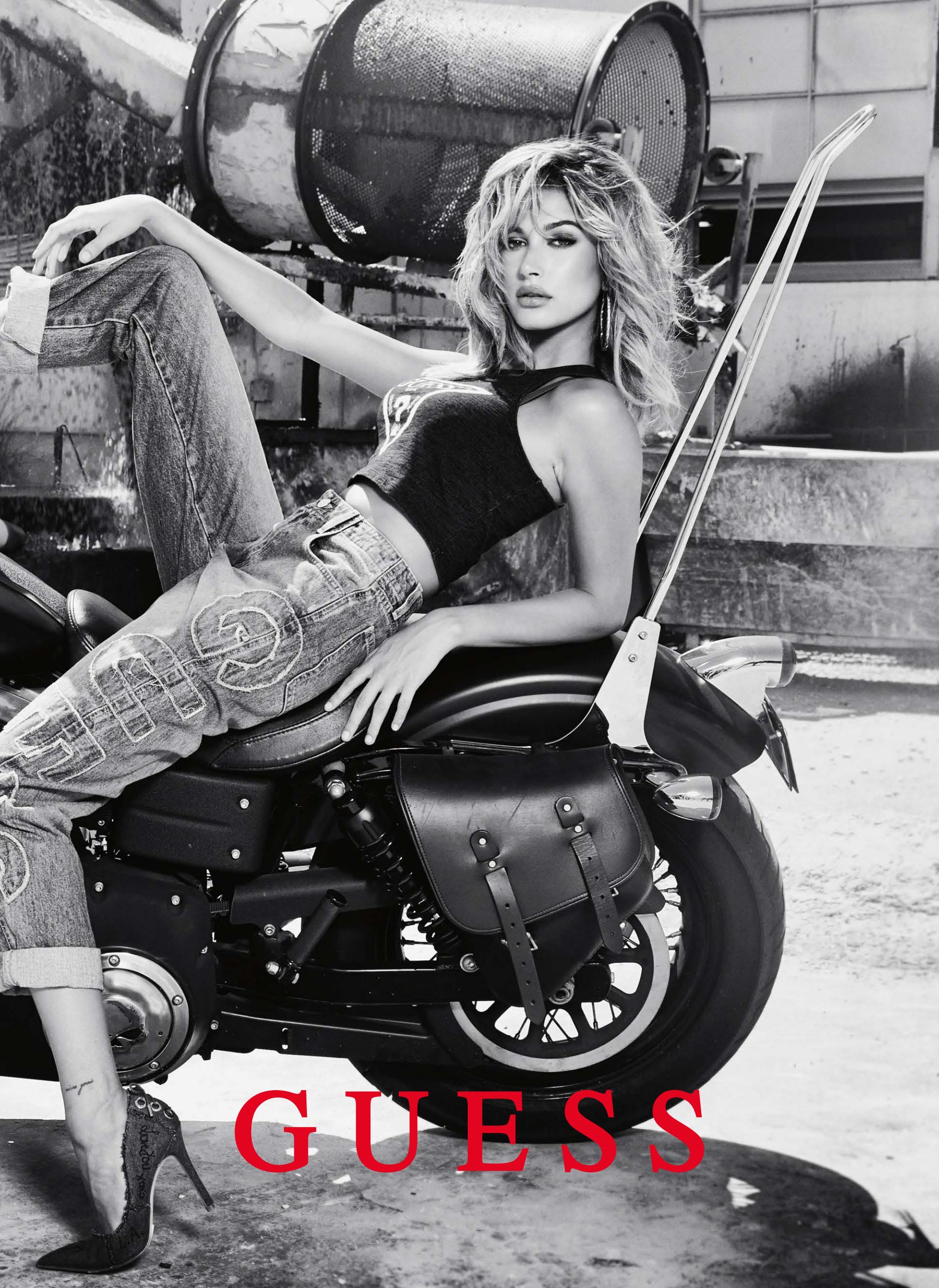


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Dear Readers,

This issue is coming out at the beginning of a year that is likely to bring significant geopolitical, and therefore economic, change. We asked some industry leaders about their expectations, hopes and fears. They came up with inspiringly diverse responses, but the overarching idea was the same: if you know your customer inside out and offer an original product, you will be fine. There are many ways to get to know your clients – from online analytics to loyalty apps to focus groups. However, the retailers we interviewed for this issue seem to agree that nothing beats the good old-fashioned method of spending more time on the shop floor.

In the era of Instagram culture and market oversaturation, consumers are increasingly looking for individuality and originality. This means retailers need to be constantly on the lookout for new labels and limited editions. As always, there are plenty of those to be discovered in our Lookbook, Labels to Watch and Next Generation sections. Despite these labels' credentials, investing in new names can be risky. WeAr always aims to report on ways to get hold of exclusive and unique products while minimizing risks, be it through collaborating with established designers on capsule collections, offering in-store customization, or seeking out up-and-coming designer collectives.

Some product categories deserve your particular attention at this moment in time. One such example is denim, which is currently making a huge comeback, and active wear, the growing importance of which has been highlighted by a few of our experts. It is also worth noting that the aforementioned 'athleisure' trend is prominent not only in clothes but also in textiles: our fabric report will shed more light on this.

And do not stop at creating a unique and versatile brand portfolio: make sure your store environment is equally exceptional, capable of change and responding to customer demands. Our Storebook will help you to generate some ideas.

As A/W 2017 tradeshows are about to kick off, we are excited to reveal that WeAr has launched a private members club for international buyers to help with your individual requests and give buyers travel tips. If you feel you are eligible to join the club, email: sv@wear-magazine.com.

If 2017 is all about change, let us make it a year of positive shifts, of responding to consumers' demands and offering solutions to the problems the industry faces right now.

If the industry works together, everyone will benefit in the long term.

As always, we wish you every success in your business,

Jana Melkumova-Reynolds and Shamin Vogel
Editors



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HILFIGER
DENIM

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42423 MEMBRANA 3L TC
ANORAK IN THREE-LAYER LIGHTWEIGHT PERFORMANCE FABRIC, MADE UP OF AN EXTERNAL LAYER IN MATTE NYLON BONDED TO A BREATHABLE, WATER-RESISTANT AND WINDPROOF MEMBRANE, PROTECTED BY AN IMPERCEPTIBLE LAYER OF POLYESTER. STONE ISLAND'S GARMENT DYEING EXPERTISE GIVES AN OUTSTANDING COLOUR TO THE OUTER FACE WHILE PRESERVING THE PERFORMANCE FEATURES OF THE INNER MEMBRANE. THE ADDITION OF A SPECIAL AGENT TO THE DYE RECIPE MAKES THE GARMENT ANTI-DROP. TWO ZIPPED FLAT HAND POCKETS. UNDERARM OPENING WITH BREATHABLE MESH AND ZIP FASTENING. OPENS COMPLETELY ON ONE SIDE WITH TAPEZED ZIPS. VELCRO BAND AT WRISTS. STAND UP COLLAR WITH JERSEY INSERT AND VELCRO FASTENING. DIAGONAL HALF ZIP FASTENING ON NYLON TAPE.


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A full-page photograph of a man and a woman. The man, on the right, is in the foreground, facing slightly to the left. He has short brown hair, a beard, and is wearing a dark blue three-piece suit with a white shirt and a dark blue tie. The woman, on the left, is partially visible, showing her back and shoulder, wearing a dark blue sleeveless dress.

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BEST FASHION RETAILER OF THE WORLD AWARD 2017

BY WEAR GLOBAL MAGAZINE

10 Corso Como, 14 oz., Alchemist, American Rag, Antonia, Apropos, Barneys New York, Boon, Breuninger, Colette, Dover Street Market, Fred Segal, H Lorenzo, Joyce, Lane Crawford, L'Éclaireur, Liberty London, LN-CC, Luisa Via Roma, Maxfield, Merci, Opening Ceremony, Quartier 206, Selfridges, Villa Daslu, Webster, Your Premium Store were the winners of the Best Fashion Retailer of the world Award 2008 - 2016.

The following stores have been nominated by WeAr for the 2017 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 2018 issue.

AMERICA

- Alchemist** – Miami
- A'maree's** – Newport Beach
- American Rag** – Los Angeles
- Andrisen Morton** – Denver
- 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
- Maxfield** – Los Angeles
- Opening Ceremony** – New York
- Relic** – Boston
- Saks Fifth Avenue** – New York
- Satine** – Los Angeles
- Scoop** – New York
- Silver Deer** – Mexico
- Ssense** – Montréal
- TNT Blu** – Toronto
- Tootsies** – Houston
- Webster** – Miami
- Villa Daslu** – São Paulo

ASIA

- Addition Adelaide** – Tokyo
- Aishti** – Beirut
- Aizone** – Dubai
- Al Othman** – Bahrain
- BBS** – Tokyo
- Beams** – Tokyo
- Beymen** – Istanbul
- Boon the shop** – Seoul
- Boutique 1** – Dubai
- Cannabis** – Tokyo
- Club 21** – Singapore
- DongLiang** – Shanghai
- The Fashion Door** – Guangzhou
- The Galleria Department Store** – Seoul
- Isetan** – Tokyo
- I.T** – Hong Kong
- Joyce** – Hong Kong
- Lane Crawford** – Hong Kong
- Lift** – Tokyo
- Loveless** – Tokyo
- Restir** – Tokyo
- Space Mue** – Seoul
- United Arrows** – Tokyo
- Triple Major** – Shanghai

AUSTRALIA

- Belinda** – Sydney
- Cose Ipanema** – Melbourne
- Harrolds** – Melbourne
- Parlour X** – Sydney
- General Pants** – Sydney

EUROPE

- 10 Corso Como** – Milan
- 14 oz.** – Berlin
- Abseits** – Stuttgart
- Antonia** – Milan
- Antonioli** – Milan
- Apropos** – Cologne
- Attica** – Athens
- Babochka** – St. Petersburg
- Banner** – Milan
- Bendler** – Erfurt
- Biffi** – Milan
- Block 60** – Riccione
- Bosco di Ciliegi** – Moscow
- Bruschi Cinema** – Vicenza
- Breuninger** – Stuttgart
- Cenere** – Bassano del Grappa
- Colette** – Paris
- Degand** – Brussels
- Degli Effetti** – Roma
- Different Fashion Group** – Sylt
- Doshaburi** – Barcelona
- Dover Street Market** – London
- Drehort** – Darmstadt
- Du Nord** – Oldenburg
- Eder** – Kitzbühel
- 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
- Henrik Vibsko Boutique** – Copenhagen
- KaDeWe** – Berlin
- Keller** – Friedrichshafen
- Jades** – Düsseldorf
- Jean-Pierre Bua** – Barcelona
- Jet Set** – St. Moritz
- Jimmy's** – Berlin
- Lazzari** – Treviso
- Le Bon Marché Rive Gauche** – Paris
- Le Form** – Moscow
- L'Éclaireur** – Paris
- L'Escalier** – Oslo
- Liberty** – London
- LN-CC** – London
- Luisa Via Roma** – Florence
- Maria Luisa** – Paris
- Merci** – Paris
- Mr. Porter** – London
- Mood Swings** – Moscow
- Murkudis** – Berlin
- Nathalie Shuterman** – Stockholm
- Nitty Gritty** – Stockholm
- NK** – Stockholm
- Off & Co** – Munich
- Oi Polloi** – Manchester
- Penelope** – Brescia
- Podium Concept Store** – Moscow
- Pool** – Munich
- Printemps** – Paris
- Pub** – Stockholm
- Quartier 206** – Berlin
- Rail** – Brescia
- Ratti** – Pesaro
- 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 Zorlu Center** – Istanbul
- Verso** – Antwerp
- Vertice** – London
- Vertice** – Turin
- White Gallery** – Rome
- Your Premium Store** – Antwerp
- Zeitzeichen** – Würzburg
- Zenon** – Oslo

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: 2017 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 ONE OF 'US'?

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BEST FASHION RETAILERS OF THE WORLD AWARD



By
WeAr Global Magazine

AND THE 3 WINNERS ARE:



ALCHEMIST

MIAMI



ANTONIA

MILAN



LN-CC

LONDON

For the ninth time, the readers and editorial team of **WeAr Global Magazine** have chosen the winners of the "Best Fashion Retailers of the World Award" by WeAr Global Magazine 2016 from stores selected by our editorial staff. Congratulations to our winners!

Past winners include Liberty (London), Apropos (Cologne) and H Lorenzo (Los Angeles) in 2015. American Rag (Los Angeles), Lane Crawford (Hong Kong) and Boon (Seoul) in 2014. Opening Ceremony (New York), Colette (Paris), Your Premium Store (Antwerp) in 2013, as well as Breuninger (Stuttgart), Selfridges (London), Webster (Miami) in 2012, Luisa Via Roma (Florence), 14 oz. (Berlin) and Barneys (New York) in 2011, Dover Street Market (London), Quartier 206 (Berlin) and Merci (Paris) in 2010, Joyce (Hong Kong), L'Éclaireur (Paris) and Maxfield (Los Angeles) in 2009, and in 2008, Ron Herman-Fred Segal (Los Angeles), 10 Corso Como (Milan) and Villa Daslu (Saõ Paulo). Winning stores cannot participate in the contest in the following year.

And of course the search for the top shop in the world is on again for 2017. All retailers and concept stores appearing in the magazine or preselected by

WeAr will be eligible to win. In order to gain more objectivity and to give smaller lesser-known boutiques a fair chance, we will take into account the opinions of our readers. That means 50% of the vote goes to the editorial staff and 50% to the readers. This guarantees a fair and unbiased view, a true reflection of the performance of the best retailers in the world. Along with our new winners, we give our best compliments to all of the nominated stores. To be included in the top stores of the world is a real achievement that every member in each of the selected stores can be proud of.

Congratulations!

Klaus Vogel
Publisher & Editor
WeAr Global Magazine



HAMAKI-HO

Pitti Immagine Uomo 10-13 January • Cortile dell'Arsenale, Fortezza da Basso – Florence

Modefabriek 22-23 January • Amsterdam RAI - Amsterdam



ALCHEMYST MIAMI



ANTONIA MILAN

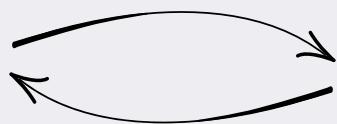


LN-CC LONDON





Michael Coal



MICHAEL COAL

MICHAELCOAL.COM

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?"



01



03



02



04



05

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.

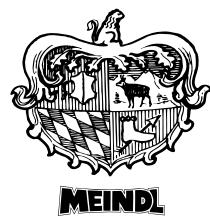
JEAN-MARC ANDRÉ (05)
MARKETING AND COMMUNICATION DIRECTOR,
WHO'S NEXT

'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.



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06



07



08



09



10



11



12

LARS BRAUN (06)

OWNER AND CEO, 04651/

I am an optimist, as only an optimist is a realist. It is not clear yet which way the world economy is going, and it is an election year in Germany – election years are bad for retail! So my 2017 prognosis is not extremely positive, but it is positive nonetheless.

I am worried about the worldwide consumption crisis along with the economic turmoil, and of course, I am worried about demagogues taking over world politics. My other concern is that retail is giving itself a hard time by trying to allure customers with unnecessarily early sales promotions. It is difficult to maintain the image we arduously built up. We have to think more sustainably; short-term incentivization is not an enrichment for us. Still, good quality and good service will always win.

THOMAS BUNGARDT (07)

CEO, LIEBLINGSSTÜCK

We have had very positive business development in the last years, especially in 2016, and are looking forward to 2017. We believe in retailers with expertise and in strategic alliances that strengthen individual brand concepts.

HANS-BERND CARTSBURG (08)

CPO, MUSTANG

My hope for 2017 is that some of the global crises that are bringing so much misery to the population groups in these regions can finally be stopped. For the fashion business, I hope that the changes necessary for the successful future of retail trade will be tackled on all sides by increasing communication and the desire for change. Together we can still achieve a lot.

MARCO LANOWY (09)

CEO, ALBERTO

I am hoping for the year to come – and all the following ones – that each **Alberto** employee wakes up in the morning and enjoys what they are doing. We can only change the world so much. There is a lot in life that is out of our control but not the perspective, the way we look at things. In this way, we are trying to influence our direct surroundings, but also the fashion industry as a whole, and the global world too, if only a little bit.

MAG.VURAL İLTAR (10)HEAD OF MONTGOMERY LEATHER JACKETS AND
MANAGING DIRECTOR OF WIEDER & İLTAR KG

I expect a slight decline in sales in the brick-and-mortar trade and further growth for online retailers and new players (such as supermarket chains and discounters). I have always seen fashion's delivery schedule as problematic: new season's merchandise arrives before current season's merchandise has been sold. My other slight concern is the unclear political situation in countries important to us, such as Turkey and the US. But whatever happens, our customers will remain interested in innovative and fashionable goods.

MASANAKA SAKAO (11)

CEO AND CREATIVE DESIGNER, TATRAS

We are working towards a worldwide brand awareness focusing on the quality and the research of best materials, with keen attention to detail, in a search for new design solutions.

BJÖRN GERICKE (12)

CEO AND FOUNDER, G-LAB

Consumers and trade have come to understand that performance fashion is eligible for a space of its own. Zeitgeist and weather both play in our favor.

Fear is a state I try to avoid at all costs. Fear blocks creativity, paralyses and ultimately finishes you off. Challenge, on the contrary, is something I can live and work with. In a young and growing company like ours, you need to embrace change. The retail environment is transforming rapidly. In a world that is increasingly online- and price-driven, brick-and-mortar retail needs to create more value for the consumer and come forward with more individual store concepts and new brands in their repertoire.

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UTAH
spring summer 2017

woolrich.eu

MARKUS MEINDL (16)

CEO, MEINDL

I expect everything will change a bit in 2017, but not too much. We will still have fast fashion killing small labels and retailers, but the number of people who are interested in authenticity and longevity will continue to grow. These people are not loud. They have style and personality. They travel a lot, they understand how the world works, and they know what quality means.

There is too much stuff on the market, so everyone is in 'sale' mode all the time. The only way forward for retailers is to look for brands that are not selling to the big players. This allows for more engagement and more exclusivity for the retailers, but also more risk, and it only works if they look for brands and products that work for more than one season.

ROBIN J. YATES (17)

VICE PRESIDENT, NOBIS

We are ecstatic that today's fashion consumers are demanding functional performance attributes from their premium fashion forward outerwear purchases. The once polarized consumers of 'performance without fashion' and 'fashion without performance' outerwear are now demanding it all: we couldn't be more pleased.

JASON DENHAM (13)

FOUNDER AND CHIEF EXECUTIVE, DENHAM

Expectations: 2017 is going to be a big year for **Denham** – we plan to open 5–10 more stores in Japan and our first standalone stores in China. In Europe we will continue our expansion, focusing on Germany and Holland.

Hopes: that there will be more global stability in 2017. There was a lot of uncertainty in 2016 with Brexit and the US election. It affects consumer activity and exchange rates. We deserve a year of stability after 2016.

Fears: that this terrible trend of black skinny jeans with ripped out knees – even worse when it's worn by men – will still be visible on the street.

JASON GALLEN (14)

GLOBAL PRESIDENT & CEO, VICTORINOX FASHION

We are very optimistic that the consumer's desire for functional, high-quality contemporary products at a fair price will serve **Victorinox** well in 2017.

Our fear for 2017 is purely the macroeconomic and the geopolitical landscape. As a global brand, we distribute our apparel to all the major regions (Asia, the Americas, Europe). Along with many brands, we are under pressure due to currency fluctuations and instability in government policies that could impact trade agreements. Our hope is that our global leaders will find win-win solutions to ensure that the local and global impacts are positive.

JOCHEN BAUER (15)

OWNER, HEINZ BAUER MANUFAKT

It's not an easy time for brick-and-mortar retailers. Diversified consumer shopping habits and disproportionately high rents in central areas pose a problem; it is a challenge to offer seasonal merchandise at the right time and price. The industry has its problems, too, as investors' behavior becomes more restrictive. But, even if retail is weaker, the industry should do everything to create fresh and innovative products.

We feel the retailers are more careful, but we also see that sell-throughs for our product are very good. We offer our retail partners special programs whereby they can order according to their own needs, which, of course, doesn't completely replace the pre-order system. I am convinced that high-quality manufacturing will bloom in difficult times.



13



14



16



15



17

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MAUNA KEA



CAPE



LONDON INK



NEWAMS



CLASSY



LE REBUS NOUVEAU



BAD DEAL



HORO



GW COUTURE



MATTEO LAMANDINI



NUVO.10



PEPE JEANS



TGCN



LC23



MAURIZIO MASSIMO



FILIP + INNA



WHITE SAND



CATS BROTHERS



STONE ISLAND



JEAN GRITSFELDT



NINII



TOMMY HILFIGER



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LIEBESKIND



ERNESTO



DHRUV KAPOOR



SUKEBAN



VAN LAACK



MONTGOMERY



PARAJUMPERS



ERDEMIR



MOROZKA



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MOROZKA



JONATHAN LIANG



LEITMOTIV



NAYA REA



THE HEBE SUIT



GUESS



LIEBLINGSSTÜCK



SURREAL OBJECTS



TATRAS



ILKECOP



SDOD



MADEMOISELLE SOCIALITE



BARBED



MONICA VARELA

068 Wear 1/2017



DAVID FERREIRA



TUSCHIMO



ALEKSANDRA LALIC



HANDSTICH



YUZHE STUDIOS



SUPY



EMA ET MALINA



MASA DE OSCURA BY OSCURO

073 Wear 1/2017



MEINDL



LAUREN MOSHI



A.M.G.



MITCHUM INDUSTRIES



WALKING STICKS



Y BY YASMINE



MANUEL RITZ



CHEZ HEEZIN



THE LOOM



TOMCSANYI



WRIGHT'S



JORGE AYALA PARIS



LUDMILA CORLATEANU



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096 WeAr 1/2017



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REPLAY TOUCH

107 Wear 1/2017



WOOLRICH



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TIMBERLAND



ÊTRE - CALZATURIFICIO ELGAM



NUMBER TWENTY-ONE



COLMAR



ADNO



ROBERTO CAVALLI



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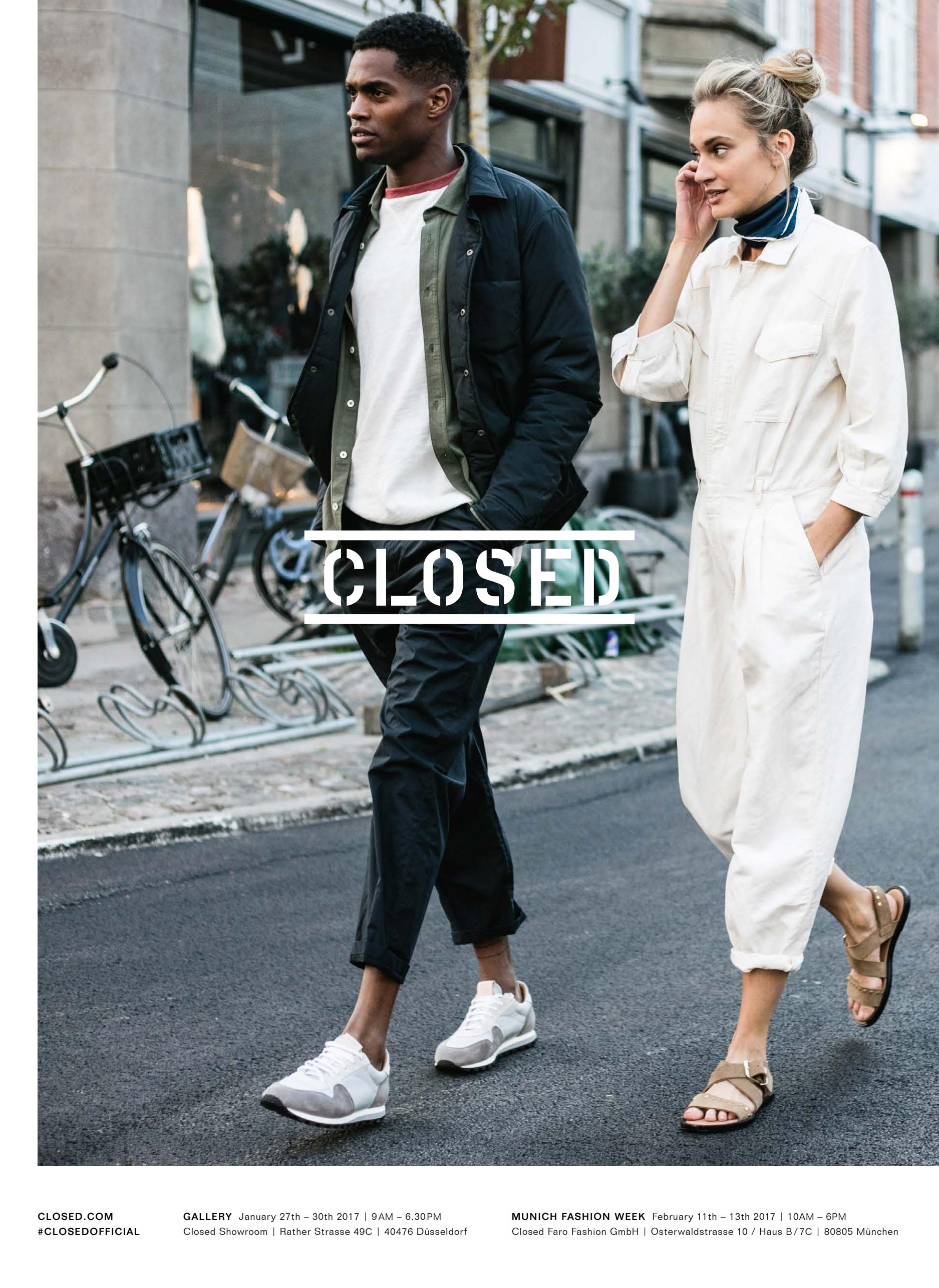


Valentino

THE NEW UNIFORM

Beatrice Campani

LIGHTNESS, FLUIDITY, FUNCTIONALITY: A NEW TAKE ON MILITARY AND WORKWEAR UNIFORMS IS KEY IN THE LATEST MENSWEAR COLLECTIONS.



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Les Hommes



Versace



Valentino

The cotton army shirt with front pockets made an appearance at **Valentino**, worn with high-waisted cotton trousers. The brand's outerwear developed the military theme further: the 'Parka Panther' came in camouflage cotton (with a panther print over the military motif), and the long coat featured a black and red cloth badge with lettering on the chest, referencing insignia. Khaki and drab colors prevailed, looking particularly elegant when paired with crisp white tops.

Parkas, which were invented by the Inuits and the indigenous population of the Aleutian Islands but were brought to prominence by the US army in the 1950s, also featured at **N° 21**, where designer Alessandro Dell'Acqua proposed an oversized

version with silver details, and in **Versace**'s S/S17 show: here, they were rendered ultra-lightweight in nylon, in khaki and other colors, and incorporated into sleek ton-sur-ton looks. Other army-based outerwear pieces in the collection included a fluid open trench, paired with shorts or leggings. The silk shirt, a Versace icon, is transformed, for this season, into a bomber jacket with a zip. The universe designed by Tom Notte and Bart Vandebosch for **Les Hommes** is abundant with military citations, too: the details on the jackets emulate bulletproof panels, while strap details and khaki mesh are paired with classic white shirts and even ties, resulting in eclectic yet streamlined looks.



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MAI-GIDAH

Nia Groce



Mai-Gidah embodies contemporary style mixed with classic tailoring for a modern take on menswear. Ali (Alec) Abdulrahim founded the London-based brand in 2013 after graduating from the Academy of Fine Arts in Sint-Niklaas, Belgium. The core tenets behind Mai-Gidah are a focus on texture, fabrics and colors: keeping these at the forefront of his mind, Alec devotes particular attention to craftsmanship and detail, presenting a refined and contemporary collection each season.

The hallmark aesthetic behind Mai-Gidah rests upon the fusion of conventional tailoring techniques and fine fabrics with bold cuts and innovative silhouettes. Color-blocking and the juxtaposition of different materials are signatures. While at first glance some items may seem classic, there is more to them than meets the eye with regard to the amount of construction and thought the designer puts into each silhouette. Essentially, Mai-Gidah aims to ensure that a traditional masculine style persists amongst the pieces while leaving room for exploration into modern takes on menswear.

For Mai-Gidah's S/S '17 collection, the brand explores pocketing and layering, as well as the overarching theme of how art can be a catalyst for change. Key inspirations for the collection were Kehinde Wiley and Kerry James Marshall, artists who portray ideas about identity, representation and culture via contemporary art; the black silhouette placed throughout the collection is a direct translation from Kerry James Marshall's paintings. Overall, the collection seeks to speak to socio-cultural issues using casual-contemporary pieces such as joggers and hoodies to not only fit the brand's goal of modern menswear, but also to signify the transcendence of once 'low-class' items to luxury status.

www.maigidah.com

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Rochas

BELLE OF THE BALL

Nia Groce

'ONCE UPON A TIME' HAS OFFICIALLY DESCENDED
UPON THE FASHION WORLD.



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Dior



Gucci



Valentino

Globally for SS '17, designers have embraced the fairy-tale style and are offering contemporary takes on tutu skirts and gowns. What was once reserved for childhood dreams and young girls has transcended to adult life as designers find ways to give the 'princess' look a grown-up appeal. Gauzy gowns come to life on the runway in various colors and styles, evoking the wonderment and aspirational femininity that fairy tales tend to exude.

Gallivanting down the runway at **Gucci**, **Valentino**, **Dior** and **Rochas**, to name a few in on the trend, were not the minimalist pieces that have been overwhelmingly represented in many collections season after season, but a resurgence of femininity in the form of flirty, flowing frocks in fabrications such as tulle and organza. Like a breath of fresh air, layer upon layer of sheer material adorned in embroidery and

shimmering sequined details gleamed at Gucci and Valentino via, primarily, long ruffled gowns. Dior was slightly more contained offering both a maxi and mini dress option in white tulle, and a cherry-red pleated skirt to brighten up the mix. On the other hand, Rochas was a heavy-hitter for this trend, with over a dozen of its looks incorporating the fine fabrics; key techniques included dresses with gauzy hems, and sheer skirts layered over textured or printed styles.

And what about retailers? This trend has thus far been mostly incorporated through midi-skirts and embroidered tunics. Luxury department stores including **Saks Fifth Avenue**, **Barneys New York** and **Harrods** currently run the gamut from tops to ball gowns. Looks like the dream world of gauze is here to stay for a few seasons.



LIEBESKIND
BERLIN



KAREN TOPACIO

Atsuko K. Tanimura



Karen Topacio got her Master's degree in contemporary fashion from IFA Paris in 2015 and made her professional debut in June of that year. Soon, she was selected as one of the top 20 finalists for the LVMH prize, and won the E-Fashion Award that celebrates up-and-coming designers' revolutionary digital strategies. For this contest, in collaboration with coder Cyril Diagne, she developed the groundbreaking software **Drape**, which captures motion and allows designers to translate a whole range of bodily movements into 3D curves and drapery when modeling a garment on a computer screen. With the help of this motion-tracking technology, Karen created a beautiful collection inspired by the flow of human movement.

This decidedly cosmopolitan designer, who was born in the Philippines and raised in both Manila and Australia, is now working from Paris, and her 2017 Spring/

Summer collection was unveiled on a Tokyo runway. In her latest work she took inspiration from the landscape of her hometown Manila, where rich tropical nature co-exists with the hustle and bustle of a large city. Karen uses natural colors and supple materials to create graphical silhouettes, to which she then adds unique razor-cut leather details. Her line is currently carried at **Kodd Magazine** (Paris), **The Clothing Lounge** (London) and **Assembly** (Manila). In addition to launching her own online shop in early 2017, she also plans to open pop-up stores in various cities across the world in a bid to expand her global distribution network.

www.karentopacio.com

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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



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WOMENSWEAR LABELS TO WATCH



XU ZHI

London-based label **Xu Zhi**, founded by Chinese-born designer Xuzhi Chen, reveals a contemporary attitude to craftsmanship, with a focus on simplicity and quality. After studying at the prestigious Central Saint Martin's College of Arts & Design in London, the designer worked for emerging labels **J.W. Anderson** and **Craig Green**. Establishing his signature technique of yarn and embroidery in his graduate collection, Chen obtained the nomination for the H&M Design Awards in 2015 and the LVMH Prize in 2016, followed shortly after by the Woolmark Prize in the same year. Material innovation is at the heart of Chen's approach. The Spring/Summer 2017 collection, inspired by the impressionist painter Claude Monet, is light and feminine with delicate draping and fringe. Xu Zhi shows his collections in London, Paris, Milan and China and his pieces are currently stocked at stores such as **Dover Street Market** (UK), **Lane Crawford** (China), **D-Mop** (Hong Kong) and **Restir** (Japan).

www.xuzhi.co.uk



YOHEI OHNO

Tokyo Fashion Award 2017 winner **Yohei Ohno** has recently been generating a lot of buzz. The Japanese designer received his degree from the Bunka Fashion College and went on to win the special prize at the Kobe Fashion Contest – a scholarship to study at Nottingham Trent University in England. Ohno's fresh, minimal clothing, which employs bonded materials and geometric patterns, has attracted attention since his debut in Fall/Winter 2015/16. In his eponymous brand's Spring/Summer 2017 collection, studs decorate a lattice pattern on Ohno's signature bonded fabric; summer wool, mesh and high density polyester coalesce in futuristic, easy-to-wear and sporty designs. The vivid, eye-catching color palette, giant spring motifs and poster-like graphic prints create a striking visual narrative. Yohei Ohno's collections are currently carried by signature retailers in Japan, such as Tokyo's **Isetan Restyle Plus**, **Restir** and **Mikiri Hassin**. However, in January 2017 Ohno is participating in **showroom.tokyo** in Paris, and he is enthusiastic about expanding into overseas markets going forward.

www.yoheiohno.com



KENTA MATSUSHIGE

Japanese-born, Paris-based **Kenta Matsushige** holds degrees from ESMOD in Osaka and the Ecole de la Chambre Syndicale de la Couture Parisienne. Before going solo, he honed his skills at some of the finest Parisian fashion houses: **Anne Valérie Hash**, **Givenchy** and the Haute Couture studio of **Christian Dior**. Matsushige's pristine and sophisticated collections, inspired by the relationship between 'Hinabi' (nature) and 'Miyabi' (the city), earned him the Grand Prix at the Hyères Fashion and Photography Festival in 2014; in 2016, he was one of three ANDAM Prize finalists. As well as designing his own line, he has collaborated with historic French label **Petit Bateau**, for whom he developed a capsule collection featuring kimono shapes and deconstructed sailor stripes. His architectural cuts, monochromatic color palette and tailoring are redolent of the 1950s haute couture, but his unconventional silhouettes as well as his love of asymmetry and the oversized firmly place him in the avant-garde. Current stockists include **Isetan** (Japan), **Jenko** (Hong Kong), and **Grain** (Kuwait).

www.kentamatsushige.com



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BUYER VOICES

HOPES, FEARS AND TRENDS

WeAr has asked international retailers what they would change in the industry, if they still care about trends and how they minimize risks in the current climate



01



02



03



04



05



06

VICTORIA DE LA FUENTE (01)

ACCOUNT MANAGER, BERGDORF GOODMAN,
NEIMAN MARCUS AND FENWICK, LAMBERT AND
ASSOCIATES BUYING AGENCY, NEW YORK, USA

What I would change is speed. Designers now show 4–6 collections a year. This has an impact on creativity, as designers don't have enough time to nurture a concept before it becomes a collection, and on quality, as manufacturing is outsourced and craftsmanship is no longer valued. The consumer pays the price, too: there is a lack of a sense of exclusivity, which luxury fashion should be based on.

Trends are important, as they help to create a guideline. We read all the main publications, go to art and tech fairs, follow the shows and the street style. Before the season starts, we create a trend book that showcases colors and styles we need to look out for. It helps us to stay focused during the market.

Knowing the customer inside out is key to minimizing risks. Spend time in the store, talk to them, observe them. I believe in giving clients something they cannot get anywhere else; this means staying on top of up-and-coming designers, and bringing customizable products, collaborations and one-of-a-kind items to the store. Pop-ups and trunk shows are a great way to try out new designers before committing to buying while creating novel in-store experiences for customers.

www.lambertandassociatesgroup.com

ALEXANDRE FURTADO (02)

CO-FOUNDER, DAMAGE PLAYGROUND
ROTTERDAM, THE NETHERLANDS

Reduce supply by 90%, thereby revaluing what garments are actually made for. Less luxury farce, more focus on high-quality production, finishing and durability. Concentrate on the boring but essential basics of garment production. Discourage waste!

Trends are fake. People buy or reject what is presented to them. The industry merely adapts. If a critical mass is reached, the rest will follow and a new trend will emerge. My decisions are based on perceiving what could be, without compromising the 'now'. 'Items that last forever' is my mantra, though in the end it's nothing but a wild guess: what didn't work yesterday could become all the rage tomorrow for some odd reason.

Sell before you buy. Focus on close long-term relationships with a select group of partners. This might mean that you have to be satisfied with less, especially in the beginning, or maybe even forever.

www.damageplayground.com



Robert Graham

ROMA COHEN
OWNER, ALCHEMIST
MIAMI, USA

I wish sales weren't 100% influenced by digital tools. Brick and mortar and the feeling that one has about the physical experience should remain important.

We do keep track of trends by way of social media, seeing stores, reading, attending shows and just feeling the vibes in the air. But trends are not that significant: most clients' buying decisions are not based on them.

My tips: slow and steady wins the race. It's not a matter of how much you sell but how well you sell it. Profit over PR. At this difficult time in the industry, it's better to be safe than sorry. I don't see the current moment as a growth phase but rather a re-evaluation point. Great things come out of change, so choose your moves wisely.

www.alchemist.miami

ANTONIA GIACINTI (03)
OWNER, ANTONIA
MILAN, ITALY

If I could change the industry, I would change the heads of companies that use us as a promotional vehicle without giving us good commercial conditions! The whole system is in crisis, certainly not just because of us, but because of conflicts of interest between brands, dealers and consumers.

Today everything is about trends: every day we create a new universe on our bodies. Having fun with fashion without taking oneself too seriously is key.

My tip is to ask for support from companies [brands] that have gained a lot through us [retailers]. Of course, they also gave us a certain allure, but unfortunately this is not enough: allure does not contribute towards the expenses of a store.

www.antonia.it

LARS BRAUN (04)
FOUNDER, BRAUN HAMBURG
HAMBURG, GERMANY

I would really like to prohibit our competitors' early sale promotions. Midsummer sales and the like are not constructive – people no longer believe in what they bought a short while ago.

Of course, trends are extremely important for us. They inspire fashion and retail, and if they are gone, our business will be gone. We trace them across all kinds of influences, like architecture, art, zeitgeist and everything else that comes with it. But when we decide what to include in our range, we rely exclusively on our experience.

Retail needs to stop focusing on what is tried and tested. It needs to be courageous enough to venture into new territories and keep asking: do customers really need this, or are they just feeling insecure?

www.braun-hamburg.com

EKATERINA NOZHINA (05)
MANAGER, TREND ISLAND
MOSCOW, RUSSIA

Simplicity is perfection. If I could change one thing, I would add more functionality and simplicity.

Yes, trends are important. They show the face of society, and only by studying trends is it possible to form a commercially viable buying strategy. Buying is a complex process, influenced by psychology, sociology, economics and politics.

My tips: monitor the sales statistics; observe your clients, spend more time in the store; be flexible in terms of marketing and discovering new names; understand your target audience and adapt the entire sales process to their interests. We are entering the era of stylists and social media: you need to be tuned into the hype.

www.trendisland.ru

CRISTIAN MUSARDO (06)
CEO, LN-CC, LONDON,
UK AND ONLINE

Creativity should lead tech and business, not vice versa. Also, shortening the sourcing cycle would help both fashion and retail. I'm not saying 'see now, buy now' is the way to go, but a 6-month lag between runway and retail isn't either.

I don't believe trends are relevant for our business. When you pinpoint a trend, it means that it is already dead. Instead, ideas and products are very important. In mid-2014, we started developing our selection of 'conscious' brands and products. We wanted to get behind the people who are making a conscious effort to move towards a more ethical way of producing. We believed in this idea, and we decided to make it part of our brand. Today, it's one of the most important reasons why our customers shop with us.

Tips? Well, the ones who know don't say, the ones who say don't know.

www.ln-cc.com



ALBERTO

WOOL WINTER



06



07



08



09

FILIPPO ANZALONE (06)

OWNER, BJORK

FLORENCE, ITALY

Technology and social media are reshaping how we shop; the figure of the merchant as the driving force is disappearing. In order to survive, physical stores will have to emphasize the experience of shopping, which, if crafted properly, can leave a unique imprint.

Although I value the importance of being up to the minute, I run everything through my filter of timelessness. When buying, I always make sure that every piece is going to stand the test of time in terms of quality, functionality and wearability. I do this by selecting essentials made of superior fabrics.

My main tip is: fully understand your client. The more you know, the less risk you take when buying. My principle: 'buy less but choose well'. Sometimes the total look that a brand is trying to impose just does not work for you. So focus mainly on products that you really believe in: it will save you from deadstock and help to boost your own confidence in the value of the product during the selling process.

www.bjorkflorence.com

PETER HANNEWALD (07)

CEO, POOL

MUNICH, GERMANY

I would change offerings to match the seasons, i.e., sell winter items in winter and summer items in summer.

Always keep your eyes peeled. Social media has undoubtedly grown in influence, even if every self-proclaimed 'influencer' isn't always influential.

More interaction with suppliers would be ideal. A multi-channel strategy also helps: today retailers not only have to be active across all sales channels in order to reach and retain customers, they also have to offer added value through merging different channels. We achieve this via both our brick-and-mortar and online stores. Being constantly aware of what the competition is doing is also key.

www.verypoolish.com

SARAH ANDELMAN (08)

OWNER, COLETTE

PARIS, FRANCE

What would I change about retail? Great question! Come to think of it, nothing. I never select products based on their trendiness. I only follow my feelings, my heart. My advice is: don't be afraid to take risks. We need energy, love and creativity.

www.colette.fr

KASPER HØSTRUP (09)

FOUNDER & BUYER, GOODS

COPENHAGEN, DENMARK

Less hype! And more attention to craftsmanship. With regard to retail, it would be nice to stop the acceleration that has been prominent over the last 10 years. Men's collections are shipped earlier every year and are getting out of touch with the seasons: heavy knitwear should not be delivered in June/July, or even in August.

We don't follow trends, and we do not buy for the sake of brand names. We are product-driven; quality and sense of design are key. Our selection is a result of extensive online research, our vast international network and lots of traveling.

My tips? Find your niche within the business. Establish lasting partnerships with your suppliers. Work up a good rapport based on honesty and don't be pressured to buy minimums. Find good suppliers with a strong stock support and core program. And finally, no deal is good enough to overrun your concept, personal beliefs or gut feeling – only buy what you believe in, and if a good deal comes along, then bravo!

<http://shop.goodsph.com>

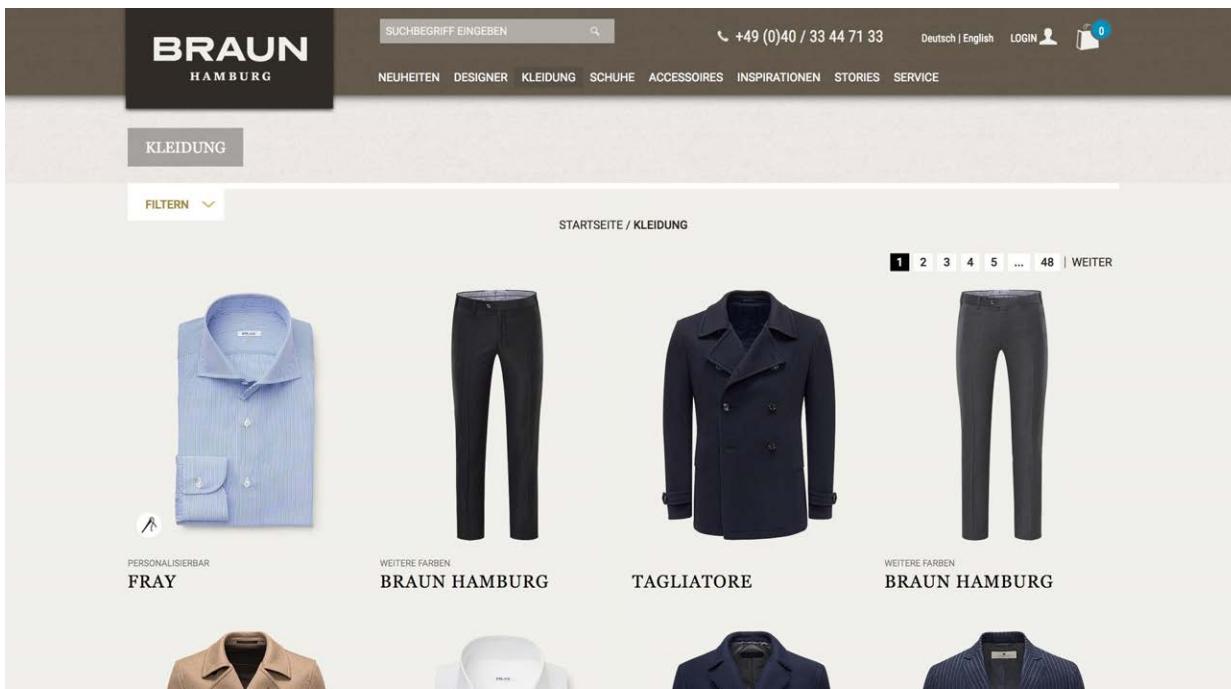


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SOFTWARE UPDATE

Lea Robinot

A ROBUST E-COMMERCE SYSTEM IS KEY TO GROWING ONLINE BUSINESS.
BUT WHAT ARE THE OPTIONS?



There are two types of e-commerce platform. Hosted platforms mean the shop is entirely hosted by the platform's company; self-hosted platforms include only the vending software but not web hosting. Fashion retailers tend to go for the former. **Shopify** and **3DCart** are both hosted platforms, and probably the best choice for retailers who are new to the online world.

Shopify is credited for being easy to use, simple and clean. It offers a lot of explanations and access to analytics, which allows operators to monitor customer behavior and gain insights into how much time users spend on the website per visit, how many of them return, and how many pages are visited. 3DCart's page design does not really offer a fresh, modern feel, but the pre-built templates and tutorials help to create content efficiently. In just a few steps, a retailer can configure important details, such as product descriptions, real-time shipping or tax rates.

Magento, too, is a hosted open source e-commerce platform. It is used by 20% of all e-commerce sites and counts some of the biggest fashion retailers, such as **Braun Hamburg**, and brands, such as **Oliver Sweeney** and **Christian Louboutin**, as clients. As a sophisticated system, it requires more skill and effort and is therefore best suited to more advanced users – in other words, to retailers that can afford to hire a web developer.

"Magento can be very confusing, and I am still not sure it is the best option for a small but fast-growing retailer like us, even though we are using it at the moment," opines Sima Rozikova, owner of online store **The Sprezzatura**, which sells edgy French and British labels, such as **Marques' Almeida**, **Être Cécile** and **Veja**. "Most of my designers use Shopify for their own e-tail; however, this platform's range of options is, on the contrary, too limited for our needs." One thing, however, that Rozikova finds useful with Shopify is that the 'sold' and 'in stock' databases

can be merged easily – once a piece has sold out, it is automatically deleted from the website. Magento, too, has this function, but, according to Rozikova, it is less seamless.

Some of the larger retailers, however, are happy with Magento. "The feedback from clients and partners for our new online store is extraordinary," said Lars Braun, owner of menswear giant Braun Hamburg, after the store's e-commerce relaunch in 2014. At that point, the merchandise comprised over 60,000 SKUs – a lot more than The Sprezzatura's assortment.

"Ultimately, the best way to go is to hire a developer and build your own e-commerce platform," says Rozikova. Until then, there are plenty of ready-made options to choose from.

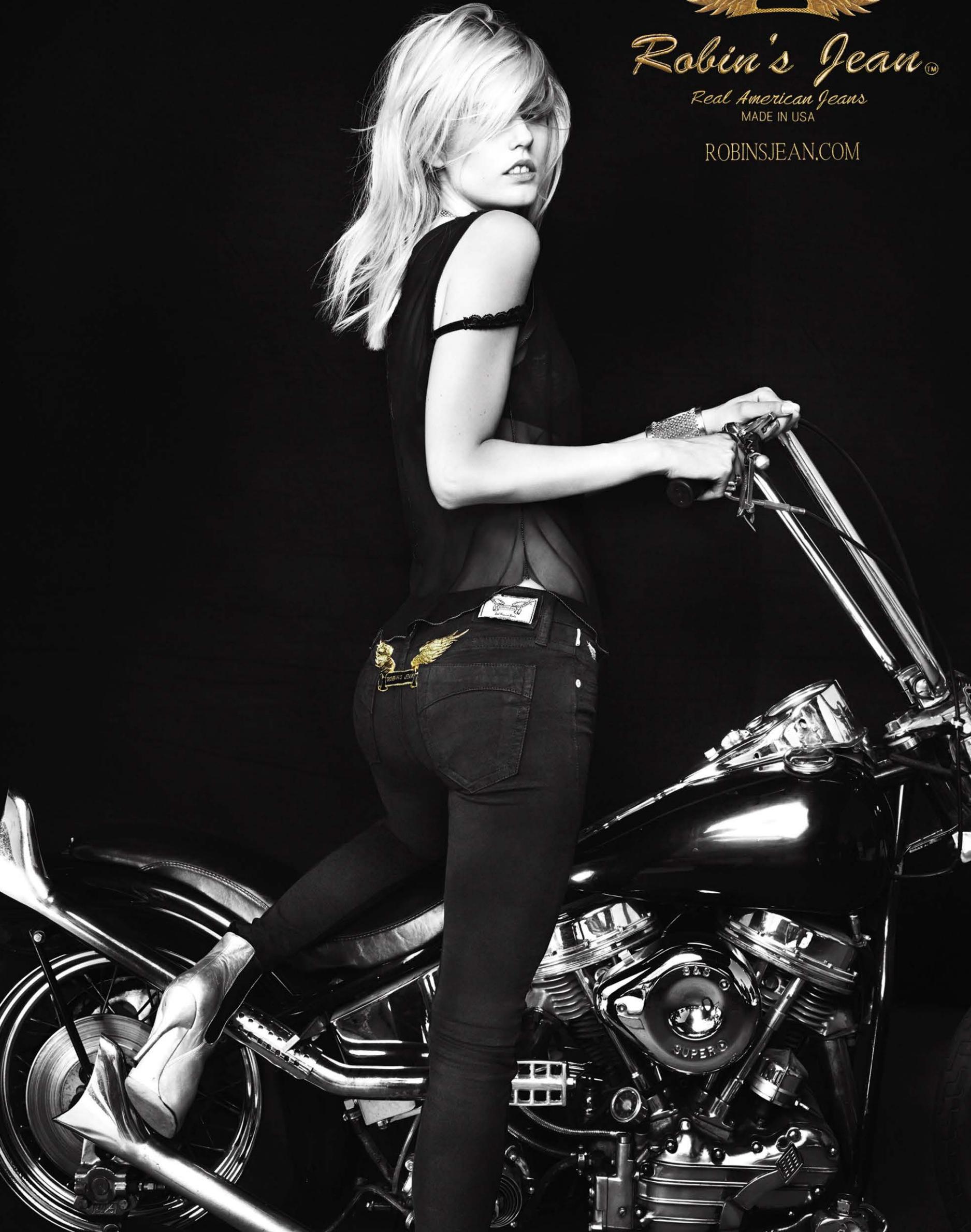
www.magento.com
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Benu Berlin

GETTING THE BLUES

Tjitske Storm/Shamin Vogel

WHY THE IMPORTANCE OF DENIM HAS GROWN TO UNPRECEDENTED HEIGHTS

Denim has long been an important fashion category. However, today, with a growing acceptance of denim as a form of formal dress, as well as denim manufacturers' increasing receptiveness to trends and innovations, its role is more prominent than ever. Emerging designers are reinventing the fabric, established brands are reintroducing it into their collections, and high fashion labels are adapting denim to their catwalk shows. It is quite telling that banks such as JP Morgan are opening their workwear policy to include denim: formerly a blue-collar workwear item, jeans are now acceptable in formal situations – and their sales are soaring.

Mariette Hoitink, founder of the **Global Denim Awards**, notes: "Some people still see denim as a heritage fabric; but if you look at what's happening in terms of fabric innovation, transparency of the supply chain, durability and sustainability, you will see that denim is ahead of the fashion game." Emerging designers are offering new takes on the material: **Anbasja Blanken** (winner of last year's Global Denim Awards) has collaborated with denim mill ITV Denim on special glow-in-the-dark denim and light translucent filaments, elevating it to couture level; **Vivi Academy** combines denim with laces, silks and ruffles, feminine unicorn drawings and flower prints.

Established brands are refocusing on denim as their core fabric. **J Brand**, for example, has scaled back its fashion offering to concentrate on its denim line. **DL1961**, too, has presented a strong denim-based collection with skirts, dresses and jackets, adding some leather items to complete the look. Even shoe labels are toying with the fabric: at the last edition of **Micam**, the leading footwear trade show, **WeAr** editors spotted multiple offerings of denim boots. Meanwhile, the plus-size market is embracing the potential of this category, too: a number of companies offer jeans styles starting at size 12, with **Slink Jeans** (founded by a co-founder of **Joe's Jeans**) leading the way. The latest addition to the plus-size denim scene? **Good American**, a brand launched in 2016 by a certain Khloé Kardashian.

In a world where denim can be worn by investment bankers and audience members at the opera, there is an increasing consumer demand for this product category, and a lot of these consumers do not shop on the high street. So the time to invest in premium denim lines is now: retailers, take note.



www.g-lab.com

RETAIL RELATIONSHIPS, REIGNITED

Angela Cavalca

MULTIBRAND STORES ARE CO-OPTING MONOBRAND STRATEGIES AND EXPLORING NEW KINDS OF RELATIONSHIPS WITH DESIGNERS.



So-Milano

"In times [of] selfie culture, it is becoming important to offer the consumers something exclusive," said Anita Tillmann, Managing Partner at **Premium** tradeshows, in a recent statement. The demand for individuality is high, yet the economy is so unstable that it's safer to buy into tried and tested labels. How does a retailer reconcile these two opposing needs?

Some stores find the answer in new forms of collaborations with established brands. These can take the form of capsule collections, complete store takeovers or even more unusual projects.

Italian fashion veterans Aldo Carpinteri (owner of **Stefania Mode** stores online and offline) and Giordano Ollari (founder of **O'** boutiques and a scout for **White** tradeshows) recently opened a new concept store in Milan, **So-Milano**. It is arguably a multi-brand, but an unusual one: it functions as a mono-brand at any given period of time, staging takeovers of the space by different labels, which, however, rotate quickly. The designers are free to set up the

space as they wish, turning the shop into an outlet for their universe. So-Milano's plan is to collaborate with eight labels a year. The first brand it hosted was **J.W. Anderson**. The designer personally picked the selection of items to be displayed, including limited editions, art objects and stationery originally created for his workshops in East London. The next brand in the line is **Victoria Beckham**. Ollari explains: "We want to share this dynamic space with selected brands telling original stories and presenting unique pieces, capsules or special editions."

In a bid to offer exclusive items, online retailer **Mr Porter** teamed up with another retailer – the revered Japanese store **Beams** – which picked out six up-and-coming Japanese brands to produce a series of exclusive capsule collections, each including 6-9 pieces, for mrporter.com. "It's all about offering our customer something that they can't find anywhere else," said Daniel Todd, buyer at Mr Porter. "We discussed how we could really play to the brands' strengths, to create something that was unique yet underpinned by a centralized theme."

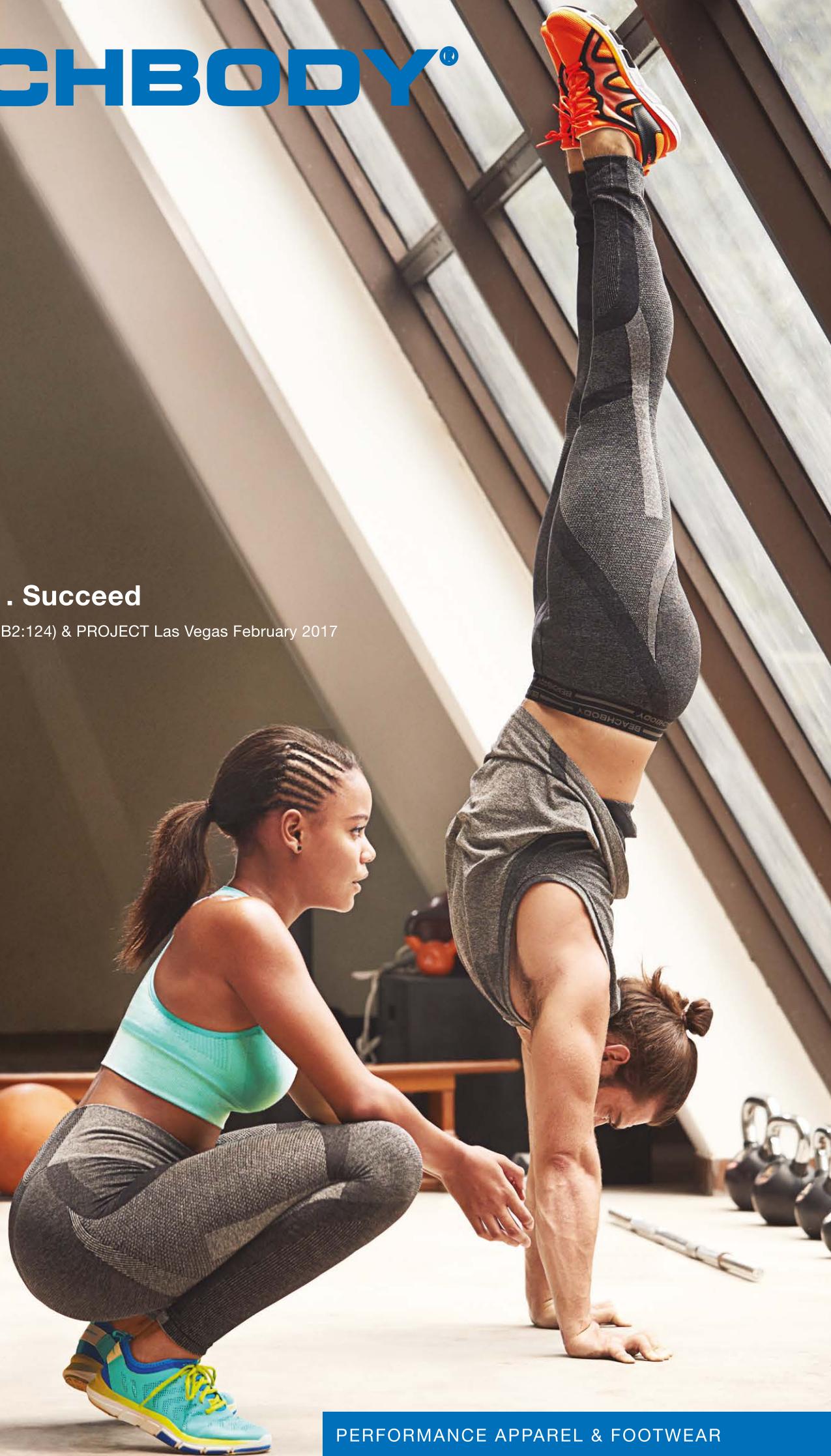
Diversifying the offer while maintaining a strong brand identity was also the idea behind Zalando's collaboration with **Marni**. The Italian company created a limited footwear edition exclusively for the retailer, bringing to the table not only the unique **Marni** touch but also references to Zalando's best-sellers from other labels: **Dr. Martens**, **Reebok**, **Timberland** and **Vans**. At early stages, sales had already exceeded the company's targets.

Such collaborations have the combined benefits of a private label, inasmuch as they respond to the needs of a particular store's customers, and the credibility of the brands that create them. They allow for exclusive products, without the risk of investing in designers a retailer does not yet have a relationship with: a good option for an era where unprecedented customer demand for uniqueness meets extreme market volatility.

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LOYALTY CARDS: APPS REPLACE PLASTIC

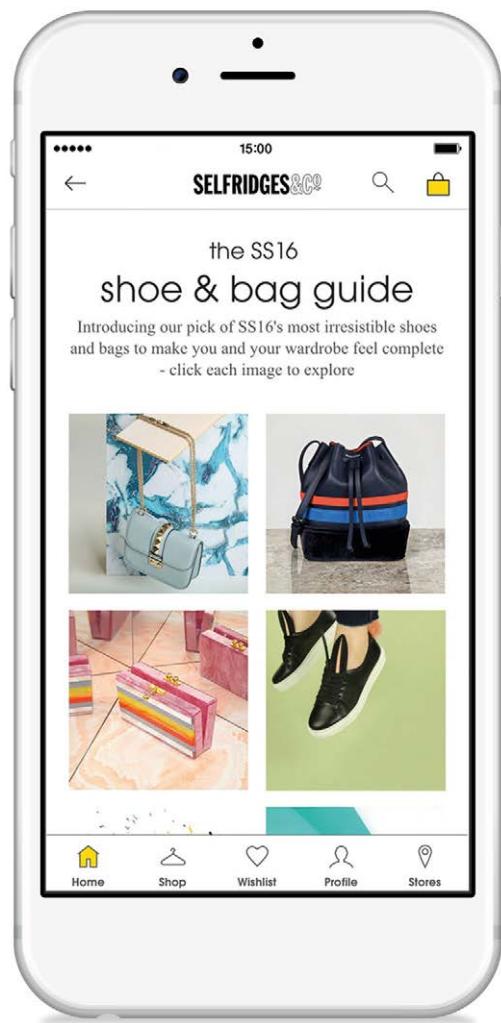
Esther Stein

RETAILERS USE LOYALTY SCHEMES TO REWARD THEIR REGULAR CUSTOMERS.
APPS MEAN THESE REWARDS CAN BE EVEN MORE TAILORED.

In retailers' pursuit of new customers, loyal shoppers are often left out in the cold. Yet Customer Relationship Management (CRM) is now more important than ever. Encouraging existing customers to buy more requires lower marketing costs than attracting new clients. Advantage schemes are one trusted way to reward customers for their loyalty, and for years shoppers have seen their wallets and purses expand with an ever-increasing glut of loyalty cards: the average American holds 13.4 cards but only actively uses 6.7.

In order to stem the flood of plastic cards, German company Stocard has developed an app that allows users to store loyalty cards on their smartphones. Wallet for iOS is a similar solution. The reason? A growing number of consumers are now opting to present a digital version of their card at the cash register. According to the '2016 Bond Loyalty Report', 57% of US citizens prefer to use an app-based loyalty scheme. This figure is much higher among millennials.

More and more retailers are thus offering their customers bonus apps. **Selfridges, Harvey Nichols, Bloomingdale's**, to name but a few, are leading the way, but smaller shops are also developing their own solutions. Numerous providers offer made-to-measure systems for every need and budget. But even state-of-the-art technology won't fool customers if a bonus scheme is poorly designed. Inundat-



ing them with ads via push messaging is the wrong approach – shoppers want to see relevant news and customized benefits on their smartphones.

And retailers shouldn't rely solely on discounts. Customers are trained to expect price cuts: a discount could spell the end of their loyalty. Dylan Bolden, Partner and Managing Director at the Boston Consulting Group, advises small-scale retailers to focus more on services and an improved shopping experience: "If you're an apparel retailer and you get in a new line from a new designer, invite the top 5% of your customers in first so they can see it before anyone else." Exclusive store events, alterations or repairs carried out at no extra cost, free Wi-Fi, birthday gifts – you know best what your customers like.

But just like a good marriage, change helps keep your relationships with customers fresh: regularly updating your rewards will prevent shoppers becoming blasé. Harvey Nichols, for example, allows its customers to choose from a range of perks every three months. Nowadays data allows you to continuously gain a better understanding of your clients' preferences, and offer them bespoke rewards.



International fashion trade show

Paris,
Porte de Versailles



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edition

20-23
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Premium

PREMIUM GROUP**ACQUISITION AND EXPANSION**

Following its recent acquisition of **Show & Order**, the **Premium Group** is now in charge of **Premium**, **Show & Order**, **Seek** and **Bright** fairs, as well as the regional sales platform **Premium Order Munich** and the **#FashionTech** conference. The upcoming Premium trade show will focus on outdoor clothing, featuring 'Sports&Function goes Fashion' as its main topic. Bright and Seek will now be linked by two new tunnel modules, providing buyers with easier access and navigation. Seek will continue to focus on sportswear brands and the gender-neutral trend, while Bright is launching a new 'Outdoor Aesthetics' area showing labels that will bridge techwear, performance and streetwear. Show & Order will include female footwear alongside womenswear and accessory brands.

January 17 - 19, 2017

www.premiumexhibitions.com**TRANOÏ****ADDS LOCATION**

The upcoming **Tranoï Paris** Men's and Women's Pre-Collections will be held in Carreau du Temple as well as Palais de la Bourse. Situated in the heart of the Marais, close to major showrooms, the new location will be dedicated to men's collections. Palais de la Bourse will host women's pre-collections and perfumes. Carreau du Temple has been a popular location with the industry, hosting runway shows by **Yves Saint Laurent**, **Kenzo** and **Givenchy**. Shuttles will operate between the venues.

January 20 - 22, 2017

www.tranoi.com**COTERIE****POP-UPS AND ACTIVEWEAR**

This season, **Coterie** will build technologically advanced pop-up shops on the concourse level of the Javits Center. They will reflect in-season products, be immediately shoppable for all the show visitors, and remain open to consumers after the show closes at 6 pm. Activewear is gaining increasing importance; this will be reflected through a new look and feel to the section, which will move to a more prominent position on the show floor.

February 27 - March 1, 2017

www.ubmfashion.com/shows/coterie

Who's Next

WHO'S NEXT**AND PREMIÈRE CLASSE****#GIRLSQUAD**

The topic of the January 2017 edition of **Who's Next** & **Première Classe** is **#girlsquad**. Taking inspiration from the influence girls' collectives have on the media, politics, culture and fashion, the fairs propose a new, revised product offer through a selection of exclusive brands and pop-up stores, special guests, a unique scenography, expert talks and more. Girl-led creative collectives, such as **Paperlab** and **Dress Code**, and female-led fashion brands, such as Paris-based **Pantheone**, will be present. To support young urban wear, Who's Next teamed up with department store **Citadium** to create a pop-up store displaying ten young French labels. Last but not least, the vintage area will be extended further with showcases of cult sneakers, put up by sneaker collectors, and other iconic items.

January 20 - 23, 2017

www.whosnext-tradeshow.comwww.premiere-classe.com**WHITE MAN & WOMAN****SPECIAL GUESTS**

Launched last year, **White Man & Woman**'s collaboration with **Revolver**, Copenhagen's contemporary fashion tradeshow, will be enhanced this season. The project **WHITE INSIDE REVOLVER | REVOLVER INSIDE WHITE** will bring more **Northern European labels** such as **Libertine Libertine**, **Journal**, **S.N.S. Herning**, **Andersen-Andersen**, **Soulland**, **Norse Projects**, **Nosomnia**, **Leon Louis**, **Uniforms For The Dedicated** and **Wrenchmonkees**. White's 'Only Woman' section, featuring womenswear, will welcome the French brand **Aalto**, semi-finalist of the prestigious LVMH Prize, as a special guest.

January 14 - 16, 2017

www.whiteshow.it**MUNICH FABRIC START****TECHNOLOGY AND DENIM**

Against the backdrop of extensive expansion, the **Munich Fabric Start** trade show reaffirms its position as an interactive communications platform. Its recently created segment, Keyhouse, is an innovation and creative center for smart textiles and future fabrics. At the upcoming event, this zone will welcome 1,000 suppliers presenting in the Fabrics and Additions sections and host seminars and panel discussions on the topic 'Fashion Goes Technology'. The Bluezone sector has been expanded by an additional hall and will see more than 100 denim and sportswear suppliers.

January 31 - February 2, 2017

www.munichfabricstart.com

WWW.WEARGLOBALNETWORK.COM

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RUSSIA: NEW RETAIL STRATEGIES

Maria Konovalova

RUSSIAN RETAILERS COME UP WITH INNOVATIVE SOLUTIONS
TO WEATHER THE ECONOMIC TURMOIL.



Trend Island

Russia's recent economic history has seen plenty of tumultuous times, and the country's retailers are admirably resilient. They are no strangers to coming up with new solutions in order to stay in the market when the exchange rates are fluctuating and foreign policies are unstable, and they make the most of whatever sociopolitical situation they find themselves in.

After several difficult seasons that saw reduced buying budgets and significant team changes, **TSUM**, the luxury department store owned by the biggest distribution network Mercury, is springing back by focusing on Chinese customers: Moscow has seen a surge in their numbers lately due to the weak ruble. TSUM's window displays now have Chinese captions; the store has hired Chinese-speaking sales assistants and has plans to enter the Chinese market.

Another major fashion player, **Bosco Group**, recently took over the historical Petrovsky Passage shopping arcade, situated in an uber-prestigious central location. Bosco had previously rented numerous shops within the arcade for brands it distributes, such as **Alberta Ferretti**, **Paul Smith**, **Etro**, **Moschino** and others. These shops were interspersed with other retailers who rented spaces in the arcade. However, now Bosco is renting the entire Passage and will be investing over 20 million euros into its overhaul. It is planning to introduce a new brand mix in order to eliminate competition between Petrovsky Passage and the nearby **GUM**, another department store where Bosco's brands have a strong presence. Suburban retail is coming up with new solutions, too: the **Aviapark** shopping center, one of the biggest malls in Europe located on the outskirts of Moscow, recently saw the opening of the 6,000 sq. m. creative space called **Trend Island**. It

includes designer corners, multi-brand spaces, cafes, a lounge area and a lecture hall, all set within an unusual and playful layout.

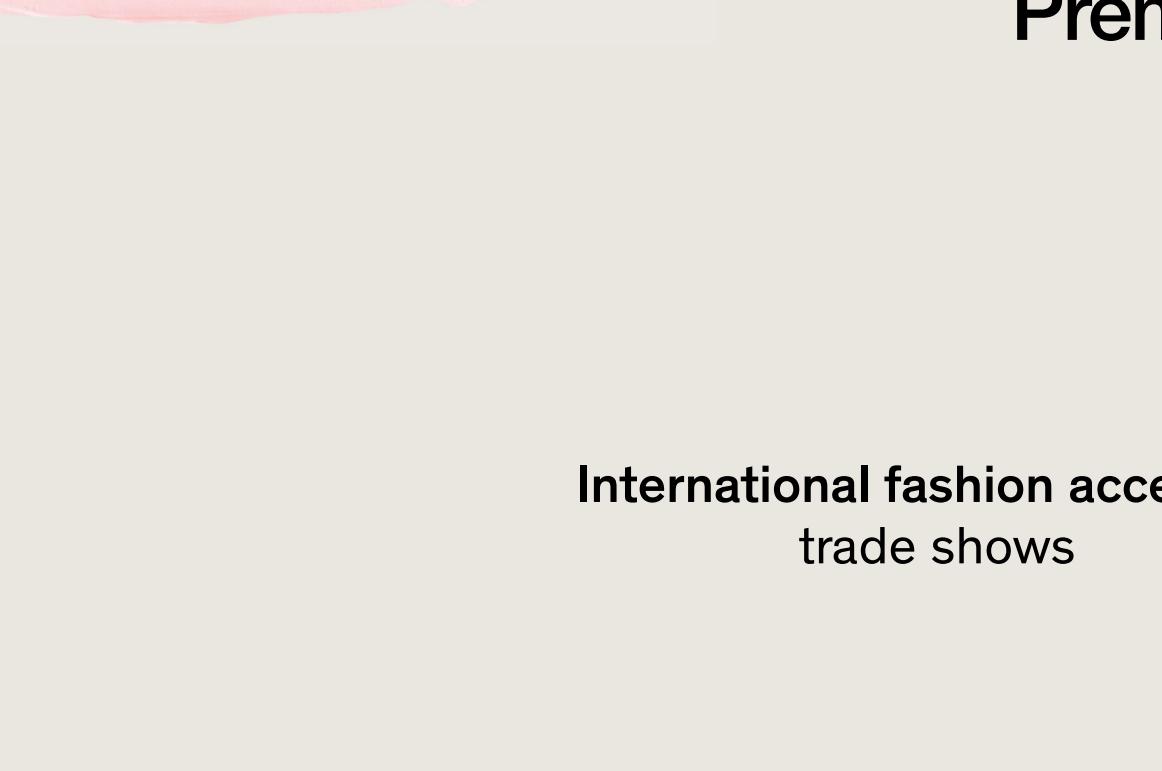
Meanwhile, the country's growing e-tail market is exploring new ways of attracting customers. Russia's digital behemoth **Yandex.Market** has launched an app called Take This Off Now that allows users to upload images of garments and find similar items in e-shops. The app uses a neural network trained on a sample of more than five million images and is able to distinguish over 150 wardrobe items and more than 250 characteristics such as color, style, fashion and others. By embracing new technologies, new geographic territories and new consumer groups, such as foreign tourists, Russian retailers are weathering the country's downturn: an approach worth noting for anyone whose sailing is less than plain.



20-23 January
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Premiere Classe

Paris,
Porte de Versailles, hall 3



International fashion accessory
trade shows



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COOL ITEMS FOR CONCEPT STORES



TRIUMPH & DISASTER GROOMING STASH BOX

In the past three years, global growth of 70% has been reported within the men's grooming business. New Zealand-based startup **Triumph and Disaster** is capitalizing on this trend. The brand name is inspired by a line from a Rudyard Kipling poem that suggests a real man "can meet with Triumph & Disaster and treat those two imposters just the same". T&D products are impeccably designed with reference to olde worlde tropes of masculinity: for example, their Stash Box is inspired by an old apothecary set. The smart package contains a tube of Old Fashioned Shave Cream, a genuine Badger Hair Shave brush, and Rock & Roll Suicide Face Scrub as well as Gameface Moisturizer for flawless skin. When empty, the high quality box can be used to keep "dice, maps and knives", as the founders suggest – or indeed anything a man may find useful. The stash box retails at 134 EUR.

www.triumphanddisaster.com



FREESTEP BIKE MEETS STEPPER

London-based company **Freestep** reduces carbon footprints and promotes well-being with its fun hybrid bike. In lieu of classic pedals, it has energy-efficient stepping platforms; instead of sitting and spinning, the rider stands upright and steps repeatedly on each side, as if using a stepper. This way s/he can accelerate gracefully at a safer speed with minimal effort. The stepping boards can be adjusted to fit individual requirements, and customers can choose bespoke options such as color, finishes, artwork or patterns, as well as accessories such as bag brackets, baskets, water bottle/phone holders, etc. Freestep also creates special editions for retailers and brands: their recent collaborations were with **Selfridges, Nike, Porsche** and **Syck Talent**. Every collaboration bears the retailer's name, but Freestep takes responsibility for the servicing of the bikes, so the relationship is mutually beneficial. Prices start at 2,900 EUR and go up to 7,550 EUR for the luxury edition. A kids' model is in the pipeline.

www.simplegeniusfreestep.com



SNEAKER LAB DELUXE KIT FOR SNEAKER NERDS

Sneaker fetishism has just been taken to a new level. **Sneaker Lab** is a South African label launched in 2012 by committed ecologists fascinated by minimalist urban culture. It caters to people who really, really care about their sneakers. The **Deluxe Kit** combines five products in a 100% recyclable premium box: Odor Protector, a non-toxic spray neutralizing foot bacteria; Leather Care, a cleaning water-based cream; Sneaker Cleaner, Sneaker Protector (a product that creates a film protecting shoes from dirt and stains), and a Premium brush made from bamboo with sturdy bristles that effectively removes stubborn marks. No soap, no chemicals: Sneaker Lab's products only use probacterial technologies. The brand's other offers include Sneaker Wipes and special edition products created in collaboration with brands that combine a streetwear attitude with luxury attention to detail, such as **Denham**.

www.sneakerlab.com

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ALL CHANGE AT LIEBESKIND BERLIN



What's up at the successful German label? **WeAr** talks to CEO Brigitte Danielmeyer about the brand's latest developments.

Your new headquarters in Berlin is big news.

What makes it special?

Now all **Liebeskind Berlin** employees are working under one roof. Before, the teams were distributed

between three locations. Working and laughing together makes a big difference for solidarity and team building. The loft space, brick walls and the location right by the Spree River give the new headquarters a special feeling.

You are going through an interesting 'trading up' transition. Why and how?

Trading up, to us, is not about becoming more expensive, but about getting better. High quality at affordable prices is the DNA of Liebeskind Berlin. Our accessories have received international acclaim; there is also a ready-to-wear collection, as we want to offer our clients more than our iconic 'vintage' bag.

What is its focus?

The collection embodies a special attitude to life unique to Berlin. There are many intersections between the bags, womenswear, and footwear lines; our design teams work closely together.

How important are bags and accessories for you?

Bags continue to be a core product of Liebeskind Berlin; womenswear and footwear collections

complete the look. Trousers, leather jackets and shoes develop the vibe suggested by the bag.

Keyword 'new workmanship': what can you report here?

First of all, it's about new leathers, but also new techniques, such as our new 'Handstitch' group where delicate, handmade details are combined with high-end nappa leather.

What's your take on retailers?

Retailers are reliable partners who have supported Liebeskind Berlin from scratch, and we will continue to build solid relationships with them.

Where are you currently selling and what are your expansion plans?

Liebeskind Berlin is available in 25 countries. The territories we want to expand to, apart from the D-A-CH region, are the Americas and Southeast Asia.

www.liebeskind-berlin.com

LA MARTINA EVOLUTION

GLOBAL RETAIL SUMMIT

To explore the opportunities and threats of the imminent digital future, **La Martina**, the luxury lifestyle brand that marries polo expertise with impeccable style, hosted its first **Brand and Retail Global Summit** in Milan, inviting international retailers and partners from four continents.

The two-day event focused on digital topics including authenticity, sustainability, content creation, the power of 'prosumers', changing shopping experiences, digital marketing, and omnichanneling. These were explored through case studies and talks delivered by acclaimed analysts, such as Giovanni Cagnoli, co-founder of the Italian branch of the consulting firm **Bain & Company**; Piers Fawkes, founder and president of business intelligence agency **PSFK**; Francesco Morace, sociologist and president of research company **Future Concept Lab** and Brian Solis, principal analyst at digital insights company **Altimeter Group**.

La Martina's owner Lando Simonetti and CEO Enrico Roselli take the digital world very seriously: they recently invested 1.5 million EUR into a cutting-edge e-commerce platform. By sharing their expertise with over 100 retailers who stock the brand, they are helping the industry to navigate the challenging universe of big data more successfully, creating winning omnichannel strategies and streamlined online solutions for the benefit of their businesses and the industry as a whole.

www.lamartina.com



Enrico Roselli



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BUSINESS TALK



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g-lab fuses modern aesthetics, cutting-edge technology and fine craftsmanship to make the ultimate jacket for urban life across borders and in any climate: it's water- and windproof, breathable and warm. 2-in-1 jackets with detachable lining offer excellent wearability across three seasons, from spring until autumn, while the 3-in-1 jackets provide protection and comfort all year round. The F/W 17 unites heritage and an ultra-contemporary style, resulting in a serene minimalism. Newly included are iconic pieces like the 'Aviator', a bomber jacket with shearling trim for men, and 'Audrey', the oversized coat for women.

www.g-lab.com



La Martina

LA MARTINA

MASERATI AND MORE

La Martina and **Maserati** continue to create special items for their capsule collection. S/S 17 sees the debut of a man's outdoor jacket made of Aluminia, a smart fabric so reflective that it makes the wearer visible even when light levels are low, while also ensuring thermoregulation. La Martina's own S/S 17 collection includes further impressive pieces in the Colección Privada, a line of formal wear, Polo Player, the casual core line, and Guards, a line inspired by Royal British style, particularly by the Guards Polo Club's ceremonial uniforms.

www.lamartina.com



Stone Island

STONE ISLAND

MILITARY AND ACTIVE

Stone Island revisits the worlds of military and active sports in its S/S 17 collection. Garments are dyed with special recipes and then decolored, which makes each item unique. This technique is applied to outerwear pieces made in military-derived cotton satin, sweatshirts and bottoms. In the activewear section, there is a reflective jacket made with an innovative fabric engineered to be garment-dyed. Colors are warm and sophisticated; bright pastel tones and the distinctive metallic sheen of Nylon Metal are enriched with shadings created by the different colors used in warp and weft yarns.

www.stoneisland.com

CROCKER

ECLECTIC INSPIRATIONS

With its Scandinavian roots, Italian creative direction and headquarters in China, the 40-year-old brand **Crocker** is a truly cosmopolitan company with a strong focus on denim. For the upcoming winter, key themes are outdoor sports and vintage army wear (think interseason jackets with detachable lining); punk (Union Jack prints on T-shirts); and 'Formaldini' – formal garments made of blue denim and indigo canvas.

www.crockerstockholm.com

ISSEY MIYAKE X SONY

E-PAPER BAG

Issey Miyake has teamed up with **Sony**'s Fashion Entertainments unit to produce a unique bag with a changeable pattern that is made of leather and 'electronic paper' – the technology used in e-book readers. Revealed at the designer's S/S 2017 runway show, the accessory is equipped with an acceleration sensor, which enables it to change patterns in response to the movements of the wearer, and a button that allows users to further disrupt and alter the design. The bag will be sold in Issey Miyake boutiques from April 2017.

www.isseymiyake.com

www.fashion-entertainments.com

JACOB COHËN

NEW CUTS AND LABELS

For S/S 2017, **Jacob Cohën** adds a range of feminine pieces to its classic denim proposals: finely tailored cotton shirts decorated with flowered micro-prints, polka dots, or detachable Mandarin collars; jackets and a classic trench coat in waterproof poplin. The menswear line features new labels: the flags of five countries – UK, USA, France, Russia and Japan – made out of pony hair, a hand-painted numbered series of leather labels with a retro bicycle image, and leather labels inspired by the graphics of the renowned Sicilian majolica.

www.jacobcohen.it

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Alberto

ALBERTO**'BIKE' AND OWN STORE**

Alberto, the German brand that specializes in trousers, believes in functionality. Its newly launched 'Bike' model is designed to make cycling more comfortable and fashionable and features a high-rise back, an anti-slip band worked into the extendable waistband to prevent the shirt tucked into the trousers from slipping out, and a water- and dirt-repellent ecorepel® coating. Reflective elements adorn the cuffs and the back pockets, enhancing the rider's on-road security. 'Bike' comes in five fabrics and retails at 99-129 EUR. Alberto has recently opened its first store in Mönchengladbach. More on www.wearglobalnetwork.com.

www.alberto-pants.com

MUSTANG**NEW KIND OF STRETCH**

Mustang's key jeans look for F/W 2017/18 is defined by a new generation of stretch: fabrics that look coarse and stiff, but are actually stretchy and soft, allowing for both comfort and an authentic denim look. In the female range, the focus is on shaping fabrics and high waistlines. Cropped denim continues to dominate both women's and men's collections. In the tops segment, the women's line sees South African influences and decorative embroidered elements, while the men's range introduces denim jackets with handwritten prints on the backs. www.mustang.de



nobis

NOBIS**EXPLORING OUTERWEAR**

Catering to urban dwellers with wanderlust and wilderness explorers alike, Canadian brand **nobis** takes performance textiles and technological innovations for outerwear, footwear and accessories and applies them to timeless silhouettes. F/W 2017 sees neutral, earthy tones continue to dominate the outerwear palette while deep, rich hues and pops of bright colors create a fresh take on some of the classic styles. Two new lines will expand the brand's offering into new categories of fashionable and functional outerwear. Details soon to be announced on www.wearglobalnetwork.com.

www.nobis.com

AVANT TOI**NATURE (IN)SIDE**

Avant Toi's Cruise 2017 collection is inspired by an immersion in nature, wild but maternal. The womenswear line features weightless outerwear, such as a linen mesh jacket lined with cotton and a gilet in linen viscose mesh, and multicolor T-shirts. In the men's line, innovative fusions of materials, such as wintery cashmere and wool blended with classic summer linen, create new weights. The looks are complete with wide stoles and scarves made from vintage foulards paired with cashmere silk. www.avant-toi.it



Cordura

CORDURA**ADDITIONS TO RANGE**

Cordura fabric is known for its durability, comfort and performance. The range has recently seen new additions to the tenacity polyester fiber family, further developing the brand's portfolio of durable knit, fleece and woven laminate Cordura Hi Vis fabrics designed for the protective wear market. Cordura has also presented a range of Combat Wool offering enhanced abrasion resistance and longevity, proving that fashion can indeed meet function.

www.cordura.com

TATRAS**WEIGHTLESS WARMTH**

Favored by celebrities such as Sarah Jessica Parker and Olivia Wilde, **Tatras** combines the clean lines of Japanese design, the excellence of Italian workmanship and the quality and lightness of Polish goose down. The F/W 17/18 collection sees a wealth of new styles and weights: a super-warm patchwork down jacket in Japanese nylon, a bomber inspired by the A-2 military flight jacket, a reversible jacket with kimono sleeves and a trompe l'oeil print that looks like fur, and a sophisticated wool coat with removable ¾ sleeves and bottom all make a debut. www.tatras.it

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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

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



04651/

04651/

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

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



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

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



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

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



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

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



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

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

PLAY THE VIDEO



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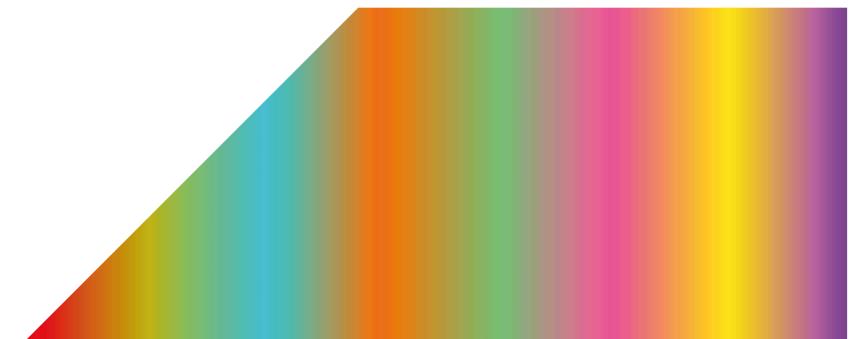
COLOR AND FABRIC TRENDS

FALL/WINTER 2017/18

EXCLUSIVELY FOR **WeAr** READERS, THE **READY-MADE** TEAM ANALYZED FABRICS, DESIGNS AND COLORS AT THE MOST RECENT PREMIÈRE VISION EXHIBITION TO RESEARCH UP-AND-COMING TRENDS FOR FALL/WINTER 2017/18.

COLORS

The trend towards quieter colors, already signaled for Summer 2017, is set to continue. A palette of delicate rosés and light blues with soft gray hues, which has frequently been seen in combination with colors ranging from pure white and light beige to darker brown, eggplant and blue, will be key. The soft color blends create a nostalgic mood without appearing old-fashioned and were spotted in many woven fabric collections.



This is contrasted with numerous luminous, rich colors, ranging from a yellow that is bursting with energy, an intense pink, warm orange, lush turquoise and radiant emerald. The striking contrasts and combinations of these tones in print and fabric patterns are raising expectations for a colorful, cheerful and dynamic Fall/Winter 2017/2018.

For those less enthusiastic about solely combining these expressive, vibrant colors, focus shifts towards a mix of 'basic' tones such as neutral gray, camel, beige and navy together with lines of white or flashes of radiant, uplifting tones, thus revealing new and exciting color schemes.

Worthy of note is that fewer collections were centered on black. This color has passed its peak and is being replaced by a collection that features a generally more colorful palette.

FABRICS

Shimmering, radiant and iridescent elements will remain relevant into next winter. Metallic finishes appear on different materials, from wool and cotton to all forms of synthetic fibers, together with flat woven and knitted fabrics as well as lace and shells. Numerous silver, gold and colored metallics, along with shimmering threads, suggest a flamboyant season of lavish decoration.

As expected, weavers have made advancements in bonding, dual-sided fabrics and double fabrics, combining the possible with the seemingly impossible: classic wool glen checks 'bonded' with bold polka dot designs, cool crinkled patent leather with a plush interior, sporty neoprene bonded with netting or lace elements. The motto seems to be: 'the crazier, the better'.

Also worth mentioning are the (sometimes super coarse) knits, which were well received by customers: huge stitches in soft materials with a high percentage of cashmere, very tightly spun bouclé in blended wools and many new stitch structures (fancy knits), where the aim is always to keep it light.

SUMMARY

Overall we are seeing a juxtaposition of innovative and remarkable fabrics alongside classic, high-quality materials. Nowadays uniqueness truly is the order of the day.

A collection of detailed **ready-made** color trend analyses is available at: www.wearglobalnetwork.com/publications



DENIM LIFE

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NEW DENIM: STRENGTH AND KINDNESS

Jana Melkumova-Reynolds/Shamin Vogel

WeAr EDITORS SUM UP THE LATEST DENIM INNOVATIONS

For S/S 18, the denim world is marrying strength and softness, reminiscing about the 1970s and 1980s, and striving to become more ethical.

STRETCHING YOUR GOALS

One of the major challenges for jeans makers is to offer as much comfort as possible without compromising on shape. "Usually, as stretch increases, so does growth ... and garments lose shape," says **US Denim** European representative Rinze Koopmans. The brand's latest fabric, 'Max Flex', offers more than 100% stretch with less than 3.5% growth. "That lets MaxFlex garments fit to flatter, without sagging after wear, so designers can make their customers look one size smaller," Koopmans explains.

At **Cordura**, new softened strength denims incorporating Tencel fiber are featured in the 'Infinity' Collection, part of the 'Authentic Alchemie' portfolio. The collection is produced in collaboration with Lenzing Tencel and offers light and comfortable denims with impressive durability and strength.

Calik's 'Circular Elastech' family gives a genuine full range of motion. As a result of Elastech technology in the warp and weft, jeans hold the same shape as on day one. And the brand's 'Raw Stretch' concept offers a raw denim look with the comfort of stretch. Until now raw denim was preferred mostly by men, but 'Raw Stretch' aims to make the look available to women – who tend to be more demanding when it comes to comfort – as well.

In general, listening to the body is key for successful denim manufacturing. **Orta** is busy redefining the concept of stretch with its S/S 18 'Aerolight' fabric that is all about motion and flow. The fabric is inspired by the Wanderlust festival, an outdoor gathering that focuses on yoga, meditation and other ways to reconnect with the body.



NOSTALGIA

Vintage dyes and silhouettes are on denim manufacturers' minds. **Prosperity** has introduced Carmine Blue, a unique 70s-inspired indigo shade which lends itself perfectly to vintage inspired denims, either rigid or with a hint of stretch.

In the meantime, **Isko**, in its 'TRUEBLU' family, mixes its deeply authentic vintage attitude with a modern twist. 'Back To The Future' is a modern interpretation of fabric styles from the 70s and the 80s, and 'Knife Edge Twill' is inspired by second hand wash out and by raw Japanese denim from the 80s.

KIND TO THE WORLD

Style and comfort, however, are not enough unless they are produced sustainably – another key concern for denim manufacturers. **Prosperity** has launched its 'Trans-form' collection featuring creora Fit2 technology, which offers a low heat settable feature so that the heat setting temperature can be reduced by 15°C, allowing better stretch control and lower energy consumption. Besides, all of the brand's lightweights and shirting fabrics are made with BCI cotton and post-consumer recycled cotton. Similarly, **Bossa**, whose cotton consumption currently includes 35% BCI cotton, has committed to increase this to 60% in 2017, and the 2018 target is a whopping 90%; the remaining 10% will be organic cotton, allowing only sustainable cottons to be produced at the mill.



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ALETHEIA

Aletheia is a women's shoe brand conceived by the Venezuelan designer Diana Carolina Yanes. Her collections are crafted in Parabiago, north of Milan, a prestigious shoe production district. The creations reflect Yanes' international experiences and the stylistic expertise she acquired during partnerships with big fashion names, such as **Oscar de La Renta** and **Alexander Wang**. Unique textures, sophisticated details and architectural silhouettes give a smart twist to Aletheia's flat shoes.

www.aletheiamilano.com



FRANCESCA BELLAVITA

The young label **Francesca Bellavita** has presented its debut S/S 2017 collection. The label aims to create shoes that fulfill the role of luxury toys for adults, making their customers jump for joy and rediscover their childish, playful side. Hence the fun, bubblegum colors, unconventional materials, such as foam rubber piping, and tongue-in-cheek model names, like 'Marshmallow'. Each pair is handcrafted in Vigevano, Italy's main district for the production of luxury footwear, and stamped with a print on the sole that reads: "Don't call me doll."

www.francescabellavita.com



LACOSTE

Lacoste's 'Explorateur' returns for S/S 2017, infused with the determined spirit of René Lacoste and details inspired by urban lifestyle. The brand turns its attention to the new generation with an affinity for sportswear that works for the street. 'Explorateur' is updated to work for the new season, creating a lighter style primed for enjoying warmer weather in the city. The palette revolves around timeless shades, from classic navy to clean white and gray.

www.lacoste.com



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www.prosperity-textile.com





DIADORA HERITAGE

With its S/S 2017 Heritage collection, **Diadora** is giving shape to memories of the most exciting events in sporting history. The aim is to evoke extraordinary victories, great athletes and phenomenal facts. This line is inspired by iconic sports footwear models produced in the 70s and 80s and features retro colors, shapes and materials, creating a nostalgic and decidedly fashionable vibe.

www.diadora.com



BOXFRESH

The **Boxfresh** A/W 2017 collection takes inspiration from two sources: the busy streets of New York at night, and the idea of temporary cities emerging in remote moonscape-like environments with transitory and mobile structures. Drawing on these concepts, the brand presents a collection of fashion-forward styles inspired by sports, casual and functional gear.

www.boxfresh.com



VOILE BLANCHE

The focus of **Voile Blanche**'s S/S 2017 collection is on sneakers with unusual volumes and dynamic lines. Geometries, inserts and contrasting fibers blend to create an original style. Sneakers with multitextured surfaces and severe shapes are embellished with metal embroidery, engravings and laser cuts.

www.voileblanche.com



FABI

For S/S 17, the feminine soul of **Fabi** follows the rock trend, exploring the ideas of freedom, strength and Romanticism with Texan boots, sneakers and dandy styles. Creative director Francesco D'Utilio develops 1970s references across multiple themes. Sneakers are one of the iconic styles this season, adorned with flower details and woven patterns for an elevated look.

www.fabishoes.it



BIRKENSTOCK

For S/S 2017, **Birkenstock** have updated their best-selling pattern, 'Shiny Snake', with two new fashion colors: orange and black/multi. The upper is based on an original snakeskin pattern and rendered in Birko-Flor, a non-leather, skin-friendly, tear-proof and easy-care material. This fabric is available in 'Madrid', 'Arizona', 'Gizeh', and 'Mayari' styles.

www.birkenstock-group.com

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Interior design: Storagemilano

Brands: Balmain, Christian Dior, Givenchy, Haider Ackermann, Julius, Maison Margiela, Moncler, Raf Simons, Rick Owens, Sacai, Saint Laurent, Thom Browne, Valentino, Vetements, etc.











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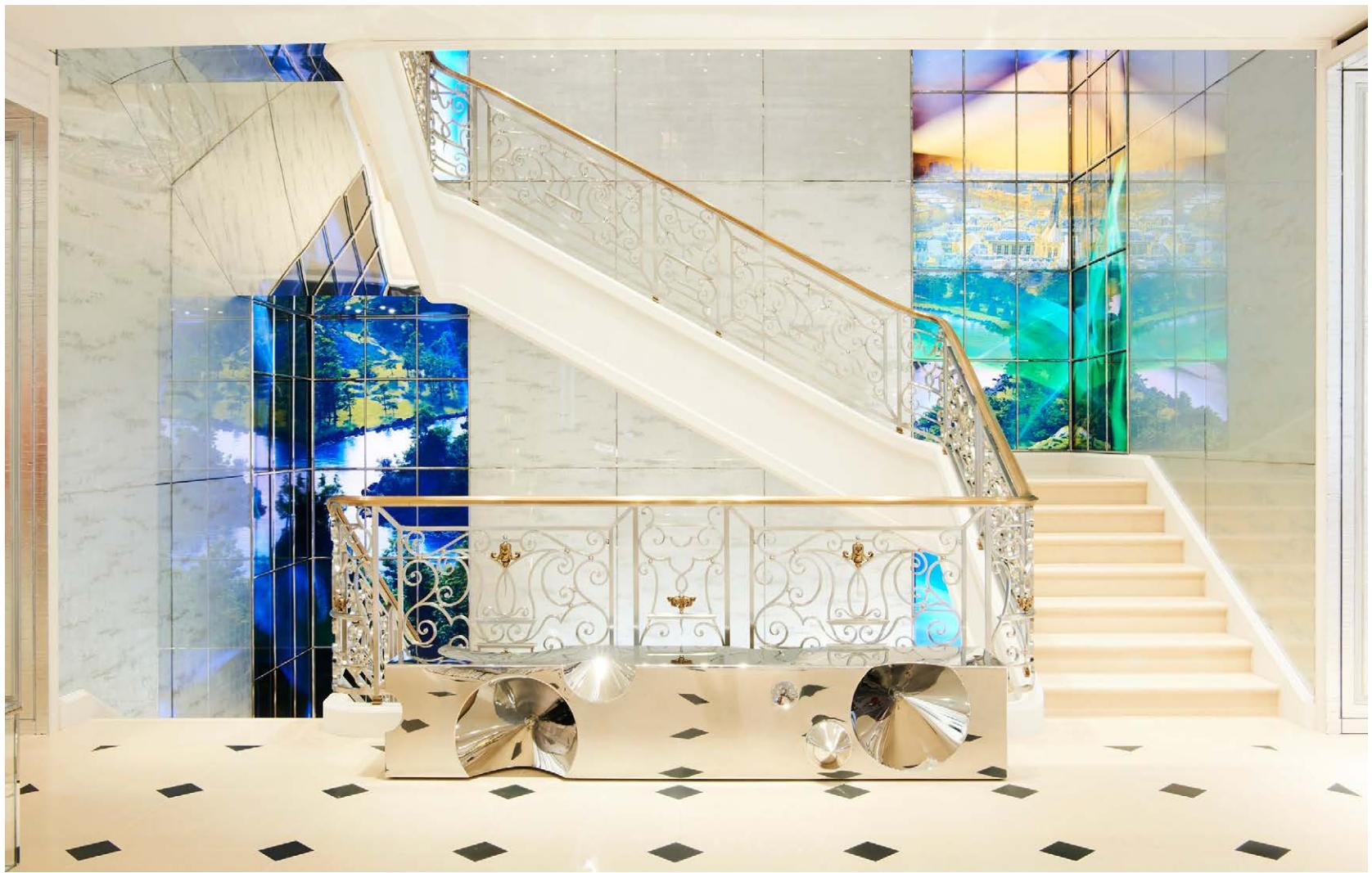
Interior design: Peter Marino

Brands: Lady Dior, Dior Homme, Baby Dior, Marc Quinn for Lady Dior, Dior HOME











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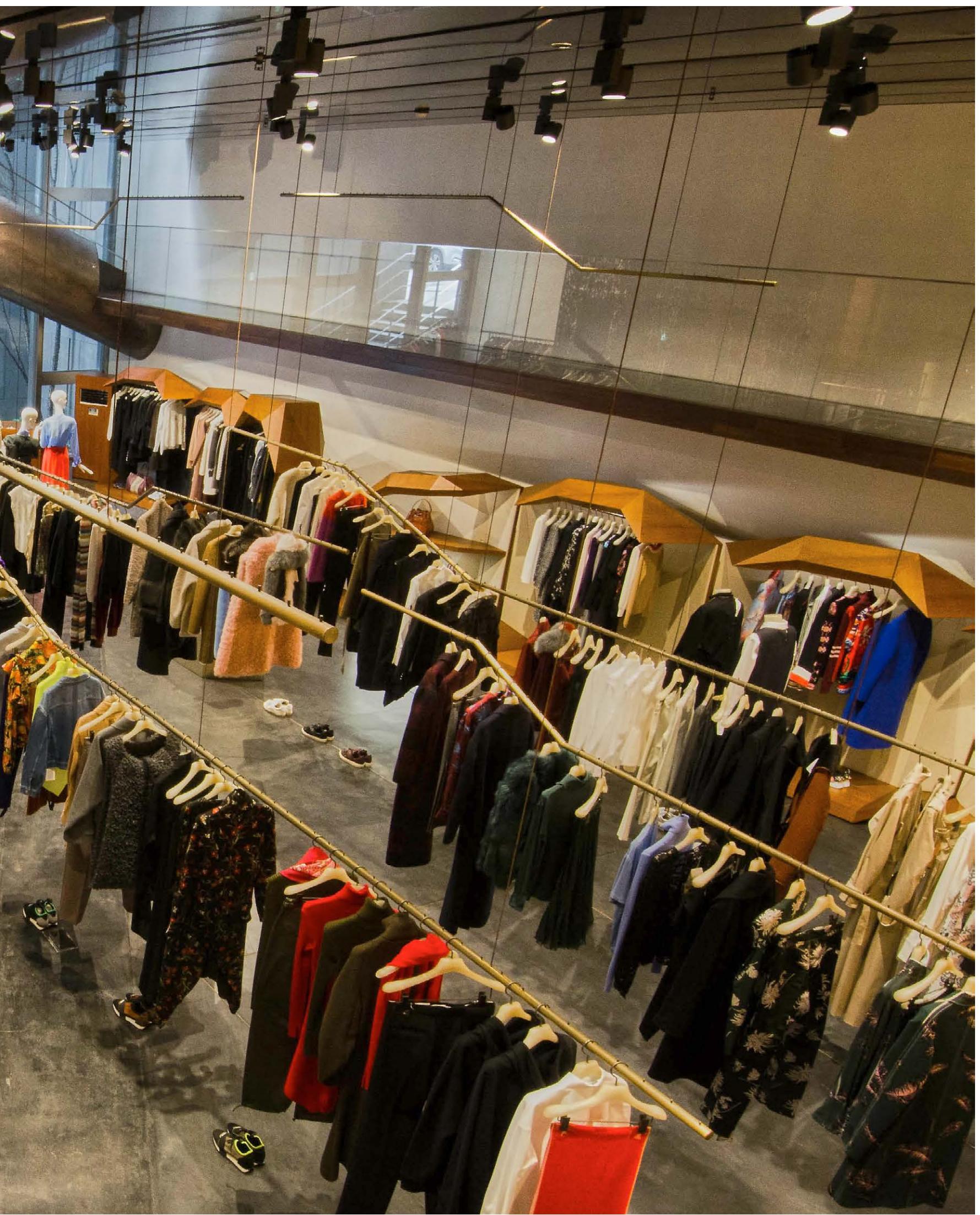
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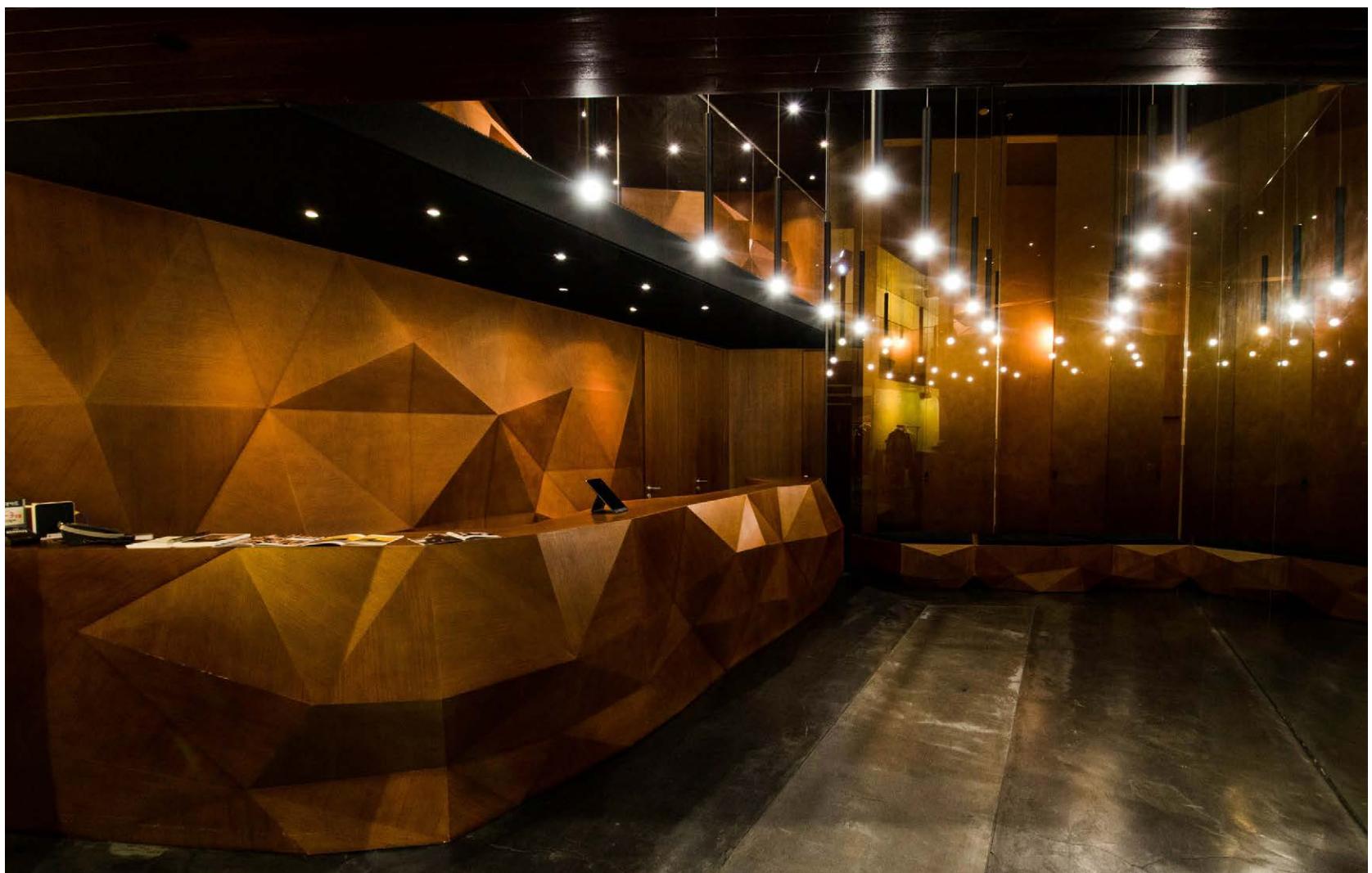
Brands: Adam Kimmel, Alexander McQueen, Balenciaga, Burfitt, Damir Doma, Ground Zero, Maison Kitsuné, Kris Van Assche, Lanvin, Maison Martin Margiela, Marc Jacobs, Pierre Hardy, Silent, etc.











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Interior design: Haytham Elgawly

Brands: Billionaire Boys Club, Black Pyramid, Haus of Jr, Married To The Mob, Profound Aesthetics, Publish, etc.

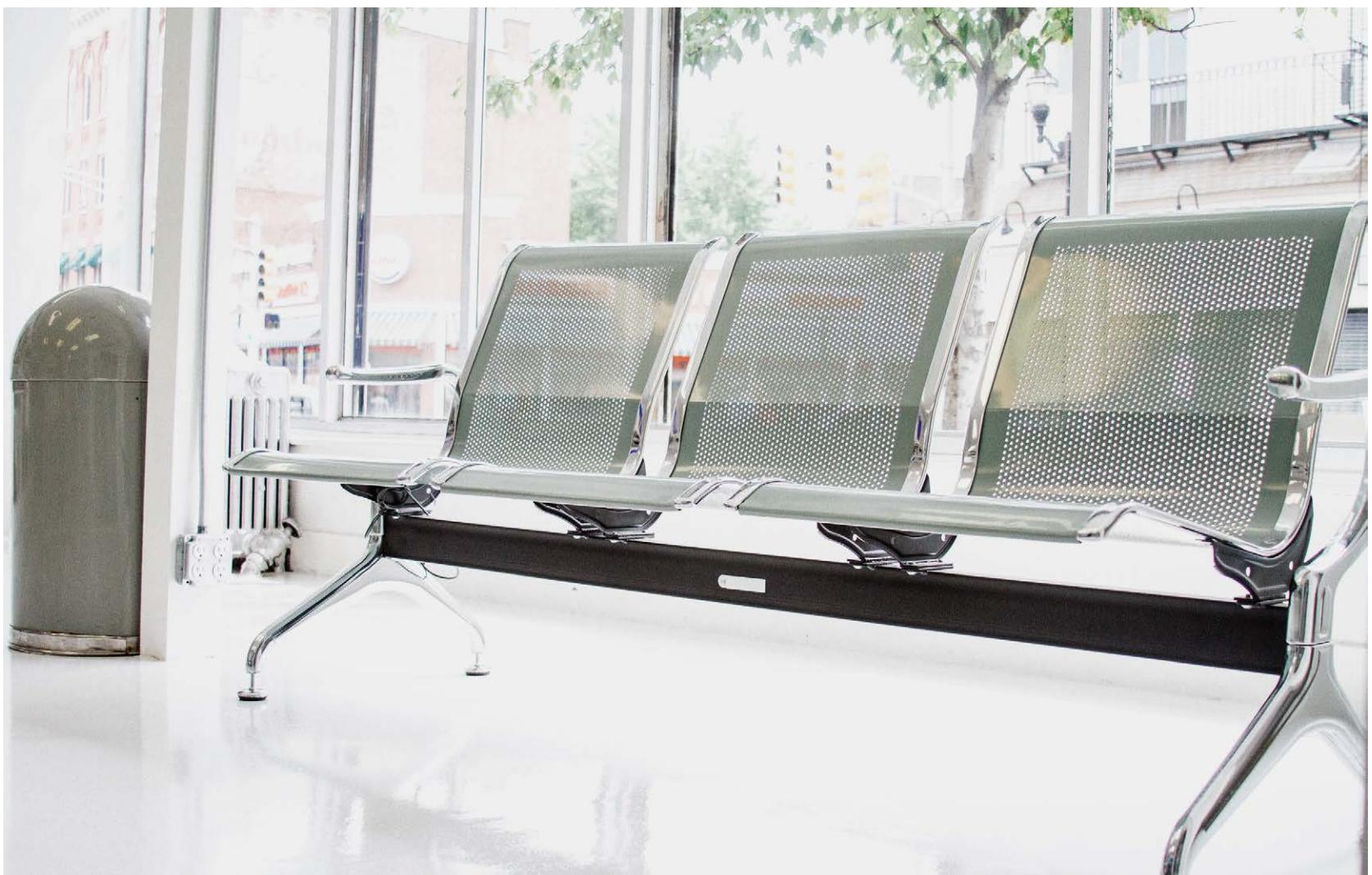


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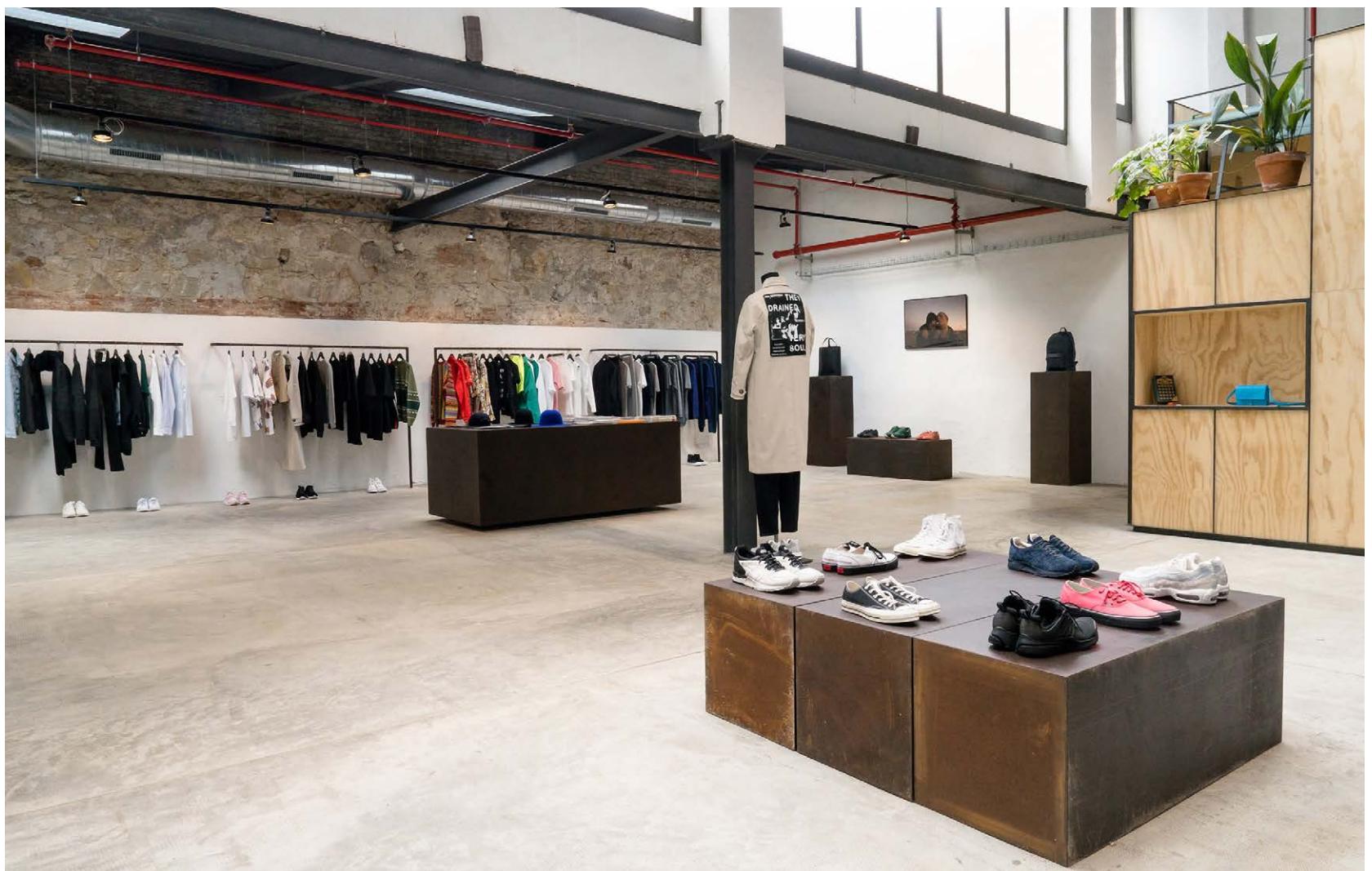
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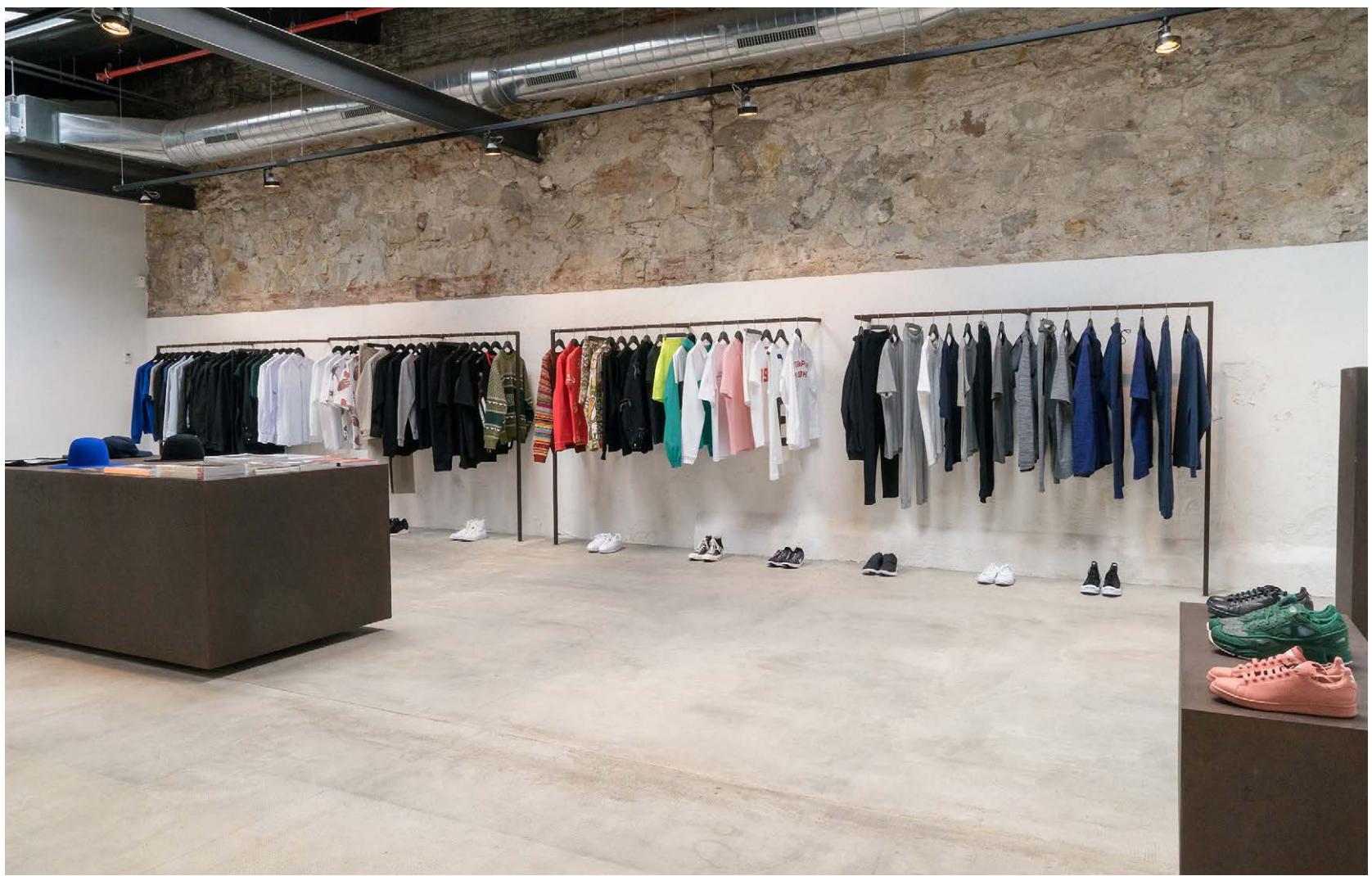
www.wer-haus.com

Interior design: La Boqueiria & Marta Peinado Alós

Brands: 424, adidas x Raf Simons, Alex Studio, Armes Armes Armes, Asics, Converse, Etudes Studio, Faith Connexion, Gosha Rubchinskiy, Lemaire, Misbhv, Nike, Raf Simons, Yeezy, etc.











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TRISTAN EATON

Tristan Eaton was born in L.A. and started pursuing street art in his early youth. He has lived in multiple cities, including London, Detroit to New York. He designed his first toy for Fisher-Price at the age of 18 and soon became an acclaimed toy designer, which helped him to create an ever-growing fan base.

After forming a creative agency in New York City, he focused on advertising and commercial art and was regularly commissioned by clients such as Nike, Versace and even Barack Obama.

Nowadays, Eaton is a prominent street artist who works with large scale murals featuring meticulous, visual collages of pop imagery mixed with his own drawings. He makes them with freehand spray paint on a colossal scale. His work can be found in cities from Paris to Shanghai and is part of the Museum of Modern Art's (MoMA) permanent collection.

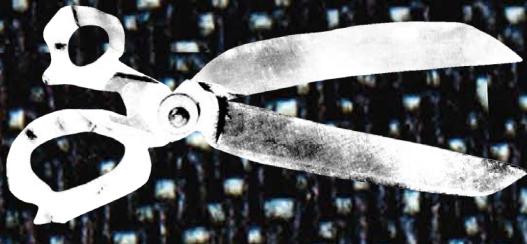
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