



Theory



Kenzo



Acne Studios

There's a new order for the male wardrobe for A/W 2017-18. Brands are making the most of hi-tech innovations to create cool performance pieces where functionality is key, combining this attitude with playful styling.

At **Theory**, the collection is conceived and developed at the Fast Retailing Innovation Center (FRIC) in New York's Meatpacking District. Addressing the complexity of garment production in today's supply chain, FRIC serves as a laboratory for the development of prototypes using the most advanced technologies. Modern fabrics are designed to be uniquely lightweight and durable thanks to the finest technical stretch twills – as well as sustainable. The look is minimal yet somewhat mischievous, with slightly cropped trousers and oversized stripes.

Kenzo looks to the Arctic for inspiration to create wool sweaters and oversized down jackets in technical materials, designed to protect the wearer from extremely

low temperatures. The collection features a ski suit with ultra-effective insulation, tie-dye sweaters, shearlings in bright colors – pieces that are technologically perfect for the global winter, but also fun to wear. **Acne Studios** has conducted extensive fabric research to produce a collection that focuses on classic 1980s "businessman" items but with a new twist. Key styles: a suit with neoprene details; and knitwear classics that have undergone a special treatment, rendering the surface of the material matte and giving it a futuristic look.

Last but not least, **Cottweiler for Reebok**, a capsule collection created by London-based designer duo Ben Cottrell and Matthew Dainty, combines highly technical fabrics, timeless styles and tongue-in-cheek retro styling. Inspired by a holistic approach to rehabilitation sports, designers have chosen materials that have a therapeutic effect on the body.