

# BUSINESS TALK

## 04651/

### PURE AND MODERN



04651/

04651/’s A/W 2017 collection remains faithful to the brand’s refined minimalist aesthetic. Laid-back and uncompromisingly luxurious jersey is the season’s key material, proving its versatility: jogger pants come with a discreet, barely visible check pattern, while smart jersey trousers are more structured at the top and thus appear dressy, without losing their comfort. Other groups include knitwear, where mock collars help to resist the windy conditions by the sea; boiled wool, found in smart casual and outerwear segments; fine cashmere from Biella, the capital of cashmere knitting in the north of Italy; and sneakers and accessories – including, of course, travel bags, essential to the brand’s identity.

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



theMICAM

## THEMICAM

### EASTERN PROMISES

The latest, 83rd February edition of **theMICAM**, the international footwear exhibition, saw 44,610 certified visitors – a 5% uplift compared to the February 2016 event. The biggest share of new international visitors came from Russia (a growth rate of 18%), Ukraine (+20%) and South Korea (+53%). Some of Italy’s biggest and most well-known luxury labels, such as **Fendi**, **Ferragamo**, **Gucci**, **Prada** and **Tod’s**, participated in the show for the first time, which certainly must have helped to spark the interest of Eastern European and Asian buyers, as well as the new, attractive display layout.

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



Joop!

## JOOP!

### ID CAPSULE

For S/S 17, **Joop!** is inspired by the paradoxes of modern life: on the one hand, mobility, hunger for information and the “always on” phenomenon are inherent qualities of modern condition; on the other, deceleration, chill zones and time for connecting with one’s true self are increasingly valued. The exclusive travel capsule collection, ‘Joop! iD’, launching this summer reflects this ethos. It includes a suit, sports jacket and coat, rendered in premium Italian fabrics. Metal tags inside the garments can be engraved with the wearer’s initials, making each garment bespoke.

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

## PREMIUM

### RECORD NUMBER OF VISITORS

The January edition of the **Premium** trade show saw a 7% increase in footfall in comparison to the previous season, and the highest number of visitors ever recorded on day 2 of the show. International guests accounted for 69% of the footfall, including delegates from France and Benelux (19%), Southern Europe (21%), Scandinavia (5%), UK and Ireland (3%). After its recent acquisitions, the **Premium Group**’s shows – Premium, **Seek**, **Bright** and **Show&Order** – now feature 1,800 brands in total over approximately 51,000m<sup>2</sup> and encompass the whole spectrum of contemporary fashion.

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

## CALVIN KLEIN

### MADE-TO-MEASURE COLLECTION

The US label **Calvin Klein** will launch its ‘By Appointment range’ on April 1. The New York-based atelier, which previously reserved its individual appointments for celebrities only, now has a range for everyone who can afford a bespoke look. It is launching 14 very different women’s designs that have been produced in accordance with all the rules of good craftsmanship. “At Calvin Klein we’re not just about traditional underwear and jeans – we do so much more than this,” explains CCO Raf Simons.

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

## ALPHATAURI

### ENERGY WEAR

**AlphaTauri**, the clothing brand created by **Red Bull**, a company renowned for its energy drinks, is exploring a new dimension of intelligent apparel with ‘Taurex’ technology. This innovative fabric treatment reflects the energy radiated from the body back to the wearer, thereby extending his or her physical and mental capacity whilst s/he is moving. Developed with **Schoeller Textiles**, the titan mineral matrix at the centre of this innovation harnesses far infrared rays, which promote circulation and increase oxygen levels. The fabric is meant to improve overall well-being and concentration, reduce fatigue and foster faster regeneration.

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