



Guess

GUESS MARCIANO LOS ANGELES

From A/W 2017, **Marciano Guess**, the higher end line of **Guess** collections, will be repositioned as **Marciano Los Angeles**: a tribute to the brand's hometown that is currently enjoying a renaissance as a capital of fashion and culture. The offering will be expanded to include daywear and outerwear with a competitive entry price point. In Europe, distribution will focus on premium shop-in-shops and e-commerce. In addition to reinforcing its already strong presence in the West, the brand is looking to develop underpenetrated markets such as Russia, Turkey and Asia.

www.guess.com

LIEBLINGSSTÜCK SECURING MARKET SHARE

Lieblingsstück, the high-quality German knitwear brand, has succeeded not only in gaining but also securing its share of the market. This can be attributed in part to a distribution strategy that concentrates on close cooperation with retailers; and partly to a clearly defined collection and an alliance between the individual umbrella brand concepts. Furthermore, the brand is keen to share its values with the industry, a point underlined by the move to its new corporate headquarters on an 800-year-old farmstead. In technological and ecological terms this building will conform to the latest standards and combine tradition and a vision for the future.

www.lieblingsstueck.com



Sun68

SUN68 GROWING DISTRIBUTION

It's all go at the luxury casualwear label **Sun68**. The brand will soon add five new flagship stores to the 16 existing ones in its native Italy, with a view to expanding the retail concept to Europe soon after. Furthermore, Sun68 is developing its retail partnerships: for the first time since its launch in 2015, the brand's sneakers line will be sold by 500 selected footwear retailers in Italy and Germany. Finally, the label has launched distribution in Japan through the reputable licensee **Yagi Tsusho Limited**.

www.sun68.com

COLMAR ORIGINALS HUMAN CONNECTIONS

The latest collection by **Colmar Originals**, called 'Human Connections', was inspired by the frantic pace of the modern city. The core looks in the 'Research' line include men's bombers with down padding, a double-breasted coat and a parka in padded microfiber. For women, the line proposes a bomber and a jacket in a shiny, internally laminated stretch fabric and outerwear pieces made of a crushed material with an "origami" effect. In other lines, feminine classics are reinterpreted in a plissé fabric or in neoprene. A selection of knits, from cashmere to alpaca, completes the collection.

www.colmar.it



Add

ADD CLOUD POWER

add, the Italian brand that specializes in luxury down jackets, is constantly refining its know-how. The label only uses pure and soft white goose down that is ultra-lightweight (just one gram of down yields 500 flakes), has a unique insulating capability and is able to give add's garments their signature, sculptural look. For A/W 17, add celebrates lightness once again by introducing a brand new material, 'Peach Light Puffy', that enables garments to be "soft as a cloud", as the brand puts it.

www.addown.it

PARIS SUR MODE TREND DESTINATION

The recent **Paris sur Mode** trade show has been a hotspot for trends and inspiration. The ongoing pajama trend was reinterpreted by **Maison Marcy**, which created comfortable pieces that can be worn day and night. The ever-popular oversized and structured silhouettes were promoted by brands such as **Slash Brand**, **Thisnorthat** and **Nal Project**. Environmental awareness and sustainable production remain key topics, highlighted by collections such as **Stella Pardot** and **La Seine & Moi**. Some high-caliber international buyers were spotted at the event, and its proximity to the ever-growing **Première Classe** trade show will doubtlessly help its expansion.

www.parissurmode.com