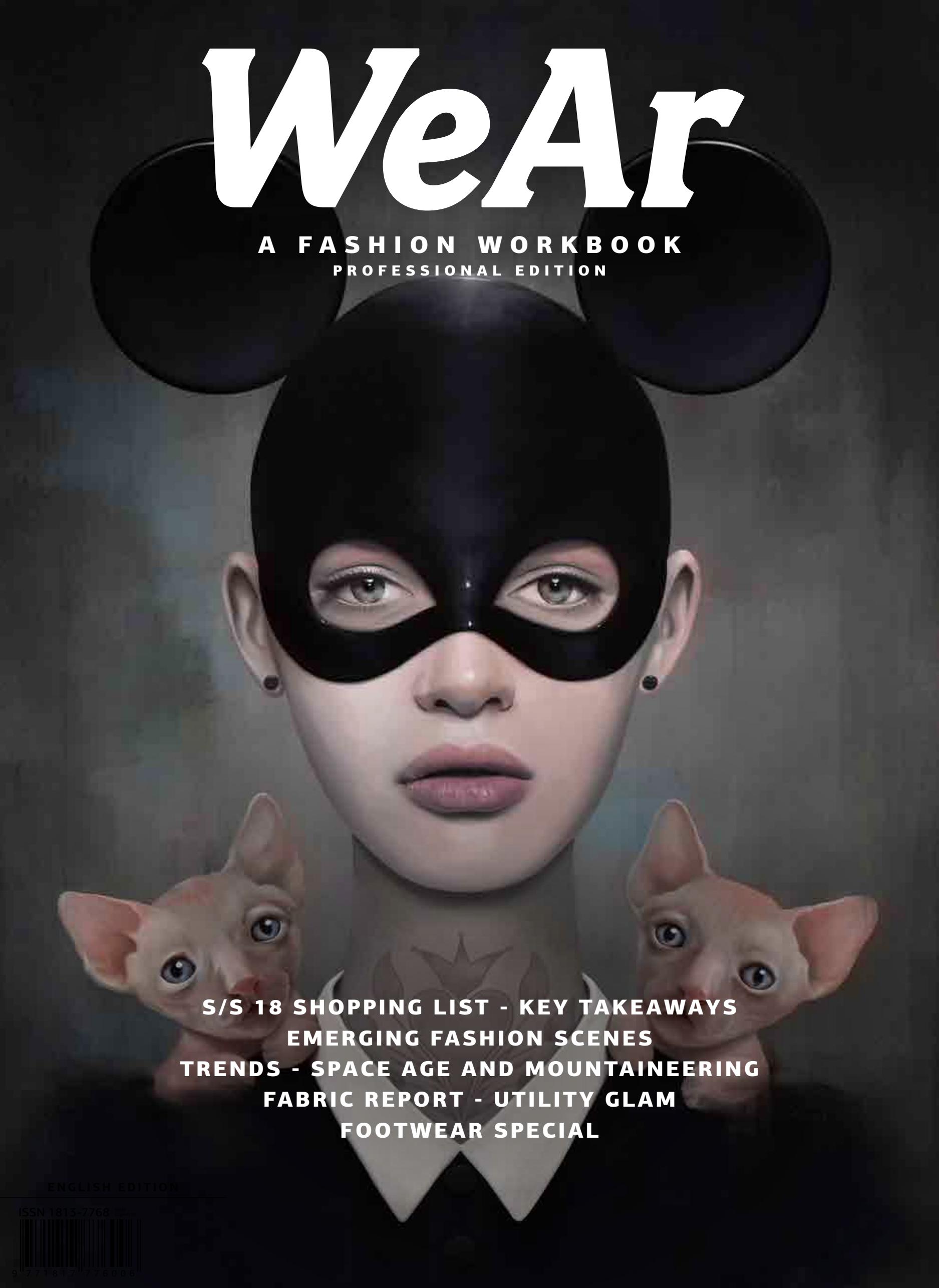


weAr

A FASHION WORKBOOK
PROFESSIONAL EDITION



**S/S 18 SHOPPING LIST - KEY TAKEAWAYS
EMERGING FASHION SCENES
TRENDS - SPACE AGE AND MOUNTAINEERING
FABRIC REPORT - UTILITY GLAM
FOOTWEAR SPECIAL**

ENGLISH EDITION

ISSN 1813-7768 WWD Digital



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Andy Warhol: Skull, 1976 © The Andy Warhol Foundation / ARS
Calvin Klein: Classic Denim Jeans (Archival Originals, 1982) with Classic Cotton Tank (Calvin Klein Underwear Est. 1981)
Photographed at The Andy Warhol Museum, Pittsburgh



CALVIN KLEIN

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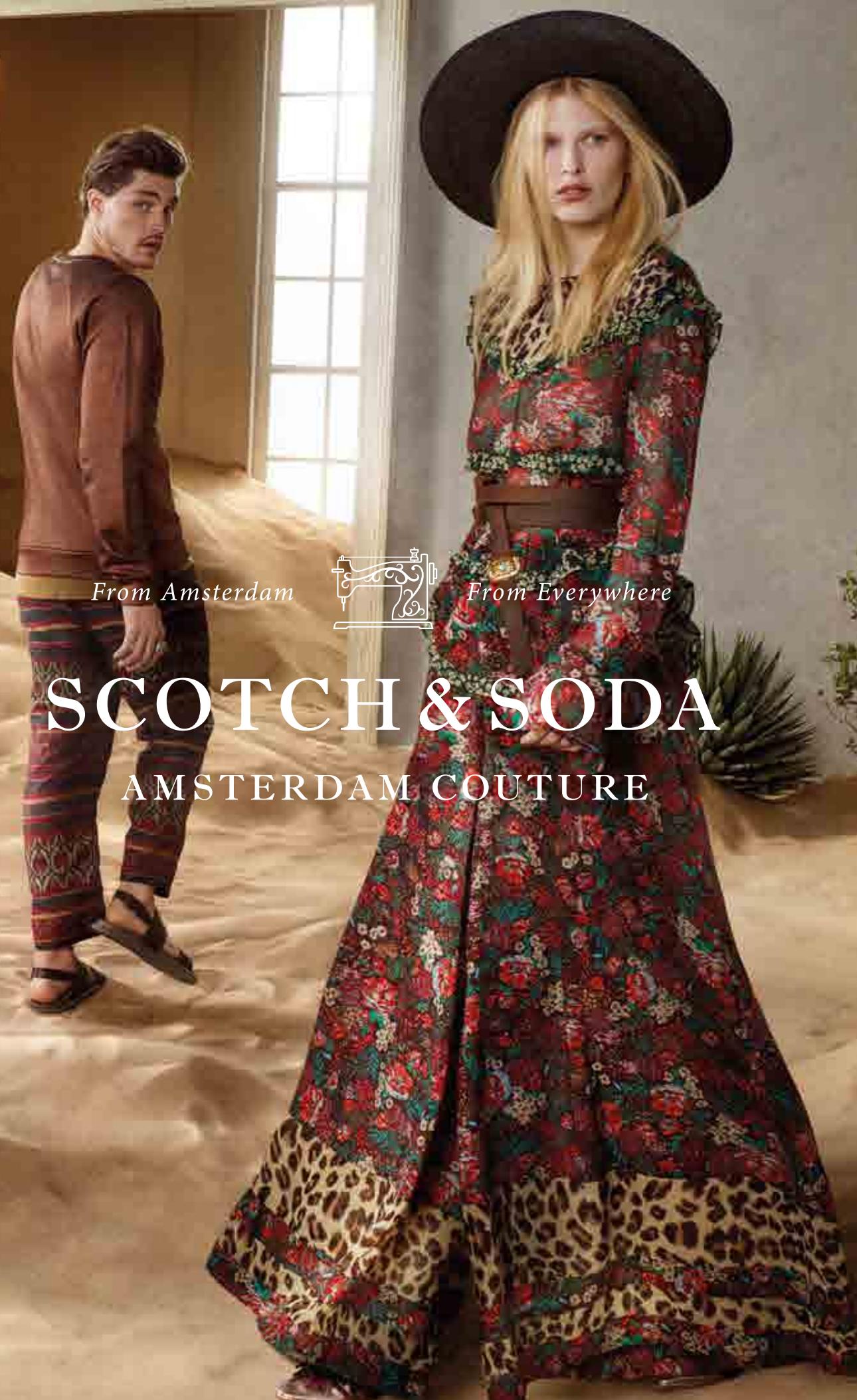


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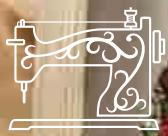


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HUDSON



Dear Reader,

By the time you read this, the people of France and the United Kingdom will have given their verdicts in pivotal general elections. The political events of the last year have shown how increasingly difficult it is to make predictions and understand what is on people's minds. They have also shown that at the moment there is more diversity – in values, opinions and tastes – than there has been in a long time. Polls are repeatedly wrong about everything; behavior patterns are less and less predictable. Apply this to a consumer market and you realize that trying to calculate its next move nowadays is pretty useless; the only way forward, like in politics, is identifying your key audience and talking to it in a language it understands and wants to hear, rather than attempting to please everyone.

You are about to embark on your S/S 18 buying trip, and we have tried to make it as exciting and smooth as possible. As always, you will find color, fabric and style trend predictions from the world's leading trend agencies, as well as S/S 18 wish lists from international buyers, and promising new brands in our 'Labels To Watch' and 'Next Generation' sections. Our reports will suggest ideas concerning innovative retail design, new product categories to look out for and in-store features and programs to build a stronger bond with your customer.

Fashion is increasingly global, and it is worth looking beyond the usual Milan-New York-Paris circuit if you want to discover what might be tomorrow's big name or trend. For this reason, we have asked some of fashion's leading players, both in retail and among brand CEOs, what cities and countries are high on their watch lists at the moment, and some of them came up with truly unexpected answers.

Your customers' social behavior is inextricably linked to their smartphones and Instagram accounts. They 'see and are seen' more than any other consumer generation ever. This means that they long for individualistic styles, and fashion plays a big role in being unique. Make your store a source of inspiration and special pieces.

The world is your oyster – try and take inspiration from it. The global team of WeAr magazine will help you do so without the non-stop travel.

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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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
- Cahier d'Exercices** – Montreal
- 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
- Ron Herman** – Los Angeles
- 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
- Art Haus** – Taipei
- 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
- WORKSOUT** – Seoul
- 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
- Braun** – Hamburg
- 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
- Lodenfrey** – München
- 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
- 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!



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PASTURES NEW

WeAr ASKS SOME LEADING FASHION PLAYERS:
 "WHERE, OUTSIDE THE USUAL MILAN-PARIS-NEW YORK CIRCUIT,
 IS TODAY'S MOST VIBRANT FASHION SCENE?"

THOMAS BUNGARDT
 CEO, LIEBLINGSSTÜCK

Tokyo: stylish boulevards, shopping paradise, sophisticated, high fashion and experimental styles, especially the hipsters of Harajuku. Los Angeles: pure urban culture! If you mind your head – you open your mind!

KILLICK DATTA
 CHAIRMAN AND CEO,
 GLOBAL BRAND PARTNERS

I enjoy shopping in Tokyo and Seoul. They shop the whole world for the best products and all of these retailers then strive to show diversity and variations in their merchandise mix.

MARCO LANOWY
 CEO, ALBERTO

Oslo is definitely a hotspot. It has a lot of courage, creative stores like **Dapper, Mark + Brandy** and **F5** await on every corner, and the trendy **Happolati** restaurant with its incomparable blend of Asian and Nordic cuisine is always worth a visit.

Toronto is another one of my favorite cities: so many likable people, so many great stores. And my brightest star is Flanders: Antwerp has cool shopping spots and a famous fashion school, and many interesting corners and inner courtyards to explore.

BRIGITTE DANIELMEYER
 CEO, LIEBESKIND BERLIN

For me, it's Tokyo and Berlin. New, unusual stores, far from the mainstream. These cities have a different vibe and a real energy. Unique concepts and products – even their advertising is different.

ROBIN CHRETIEN
 FOUNDER AND DESIGNER,
 ROBIN'S JEAN

The Asian scene is definitely the emerging place for both interesting fashion and great retail. I spend a great amount of time in cities such as Seoul, Hong Kong and Shanghai, and the energy created by those young and talented artists is a great vector of positive vibes. Of course, Asia is not the only place to be: cities such as Los Angeles, London and Berlin are constantly reinventing themselves to remain top fashion destinations all year long.



HAMAKI-HO

Pitti Immagine Uomo 13 -16 June • Cortile dell'Arsenale, Fortezza da Basso – Florence

DANIEL GRIEDER

CEO, TOMMY HILFIGER GLOBAL
AND PVH EUROPE

JOCHEM BAUER

OWNER, HEINZ BAUER MANUFAKT

Great inspiration for fashion trends is still available in London and Tokyo. I know this from looking at shop windows and visual merchandizing, but also just from walking the streets, which naturally offer a reflection of urban society.

VURAL ILTAR

MANAGING DIRECTOR,
MONTGOMERY

Berlin has many fashion shows, which makes this city a fashion capital. Copenhagen has a very avant-garde approach that can be seen even in conventional stores, and the local fashion brands make clothes that are remarkably popular in other cities. Tokyo is one of the most eccentric cities in the world in terms of style. There is somewhat of a rebellion against the normalized culture of conservative dress and massive, uninhibited artistic freedom for designers.

**ANDREW BERG**

PRESIDENT, ROBERT GRAHAM

While designers & models flock to NYC biannually for fashion week, California's Venice Beach has also been brewing over the last decade, showing that the Southern California area is an inspiration for fashion and design enthusiasts. With our flagship store in the thick of it all on Abbot Kinney, the Boulevard has all the fashion and of-the-moment food experiences with plenty of cool people watching spots to savor. It is one of Los Angeles's most creative destinations – quintessentially L.A. blended with an international flair for tourists and locals.

LARS BRAUN

CEO, 04651/

Obviously, there is only one place [outside Milan, Paris and New York] I could mention: Hamburg. From its one-of-a-kind architecture, our newest landmark – the Elbphilharmonie – and the fantastic fusion of tradition and modernity, to Hamburg's exceptional inner-city regeneration... this is a place full of truly unique concepts that thrive on the dichotomy and diversity of our Hanseatic city.

LUCA BERTI

ART DIRECTOR, CROCKER

Shanghai is where the new trends will be coming from. Though, until recently, it was a place that mainly produced cheap copies of European labels, in the future it will be considered a fashion capital as Asia takes the place of Europe and the USA in terms of fashion sales volumes. The young people in China are not interested in the historic Italian and French luxury brands: they look to Korea, Japan and Northern Europe for cutting-edge trends, which they reinterpret in their unique way.



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www.beyondshoes.it



❖
DIKTAT

Diktat represents the excellence of knitwear made in Italy. The A/W 17-18 collection is a story of artisan craftsmanship and experience in working with mesh, which easily transforms yarns and textures into unique creations. Innovative patterns and the new mixtures of yarns are the label's signature features. For A/W 2017-18 Diktat is launching its 'Embroidery Capsule Collection', presented during Pitti Uomo and composed of 7 items produced in limited qualities. Each item is priced at 229 EUR. The line includes this knitted pullover with a beautiful deer. Made from cashmere, the collection is super-soft and ultra-light, featuring striking embroidery and bright colors.

www.diktat-italia.com



LOOK



BOOK



SWING BY THE NABI



BALOSSA



BREBIS NOIR



ANOTHER BAG



ARMA



BAD DEAL



MONCHAFOU



LAURA THEISS



PAIKAJI



THE DIC·TION·AR·Y PRO·JECT



BACK TO ALASKA



LES BENJAMINS



LES (ART)ISTS X KENNY SCHARF



ATELIERS & REPAIRS



HYPE



NACH



PEACOCK BLUE



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DULCE CELIA



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DEMO DIVISION



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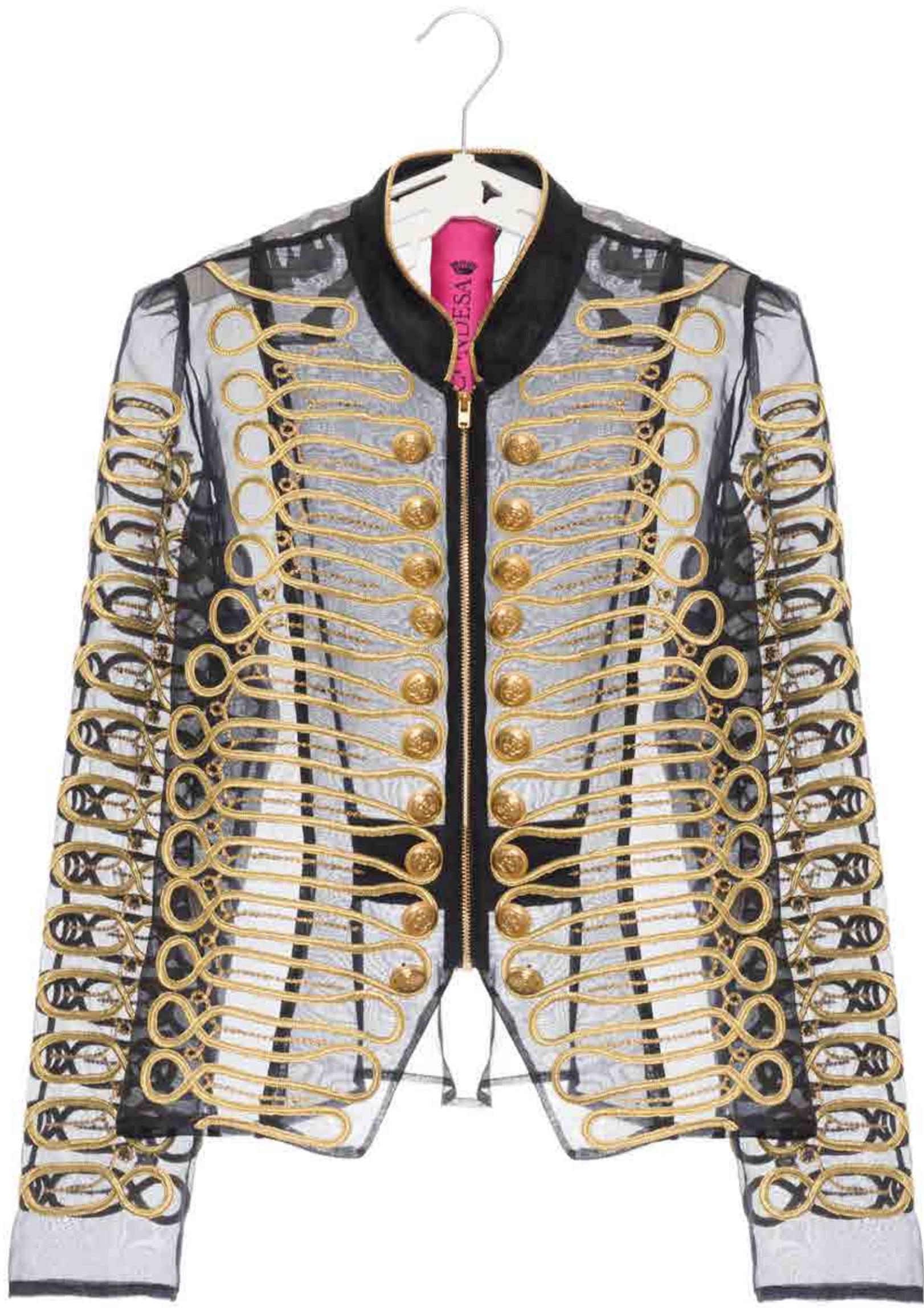
MY BOB, USE YOUR HEAD



REPLAY



LISA C BIJOUX



LA CONDESA



THAIS BERNARDES



LIEBESKIND BERLIN



TOMMY HILFIGER



COLMAR



UCF BY HONGAWA



FADE OUT LABEL



VISONE



GREEDILOUS



FADE OUT LABEL



AMINE S1



PARAJUMPERS



SCOTCH & SODA



GUESS



CROCKER JEANS



SEVEN7



MUA MUA DOLLS



CAMOUFLAGE COUTURE STORK



(+) PEOPLE



ARTICLES OF SOCIETY



CAMOUFLAGE COUTURE STORK



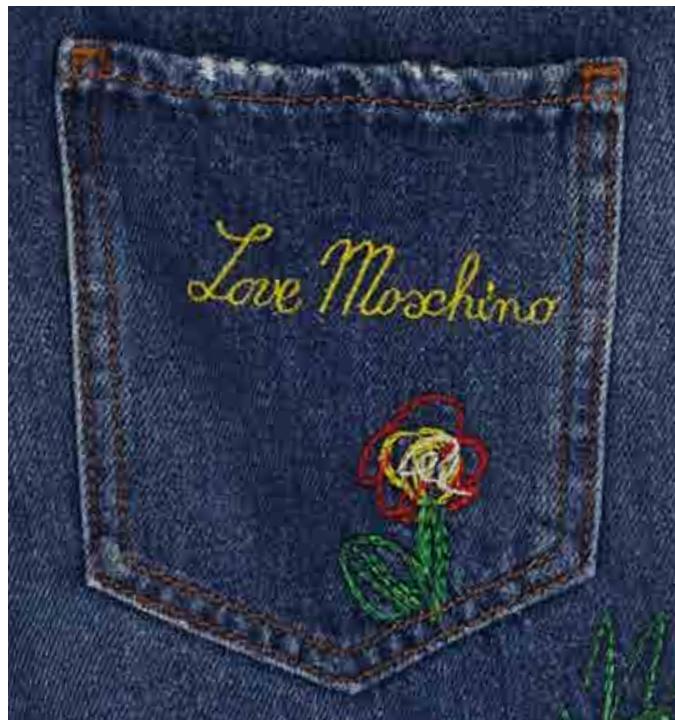
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LOVE MOSCHINO



PT05 CINQUE



CALVIN KLEIN JEANS



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JOOP!



EUROPEAN CULTURE



BEACHBODY



N.DI.KÄRLÜV - BY ANDY HO



FYNCH-HATTON



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GABRIELE PASINI



LODENFREY



ELUNANI



WENDY ANDREU



ROBIN'S JEAN



METAMORFOSI



HAMAKI-HO



AKHESA



CALVIN KLEIN



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TRICOTE MOI UN TATTOO



SOUL KATHRINÉ



ANTONY MORATO



DREAM YOURSELF



TRICOT CHIC



BMUET(TE)



ALPHA TAURI



JORGE VÁZQUEZ



FEDERICA MORETTI



FOOTWEAR SPECIAL
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AYA FELDMAN



NORMAN AND BELLA X ALESSANDRO BRIGANTI



POLLINI



CRISTOFOLI



ETTY LEON



SARGOSSA



FACETASM



PONGGOU



FENDI



LES JEUX DU MARQUIS



HÖGL



THIERRY RABOTIN



KAMICA HAMPTON



BAMS



7HILLS



LAMPERTI MILANO



FLORA HARRISON



ALAIN TONDOWSKI



FLORA HARRISON



KATY PERRY FOOTWEAR



YUKO IMANISHI+



BOTÉ A MANO



MISS L FIRE



SCHUTZ



WERNER



ALDO CASTAGNA



QUEEN BEE



NR RAPISARDI



SAZ



GIMMY BALDININI



GIANNA MELIANI



OIM BY SILVANA LAURI



ANNIE COLLECTIONS



BLUMARINE



GIAMPAOLO VIOZZI



ARVID YUKI SHY



ELO A



GREEN BOOTS



HENRI EN VARGO



PETER KAISER



ICON



TOD'S



RENATA MELLO



PEDRO GARCIA



RUTZ WALK IN CORK



ALLAN K



BARKER SHOES



MELIK



GABRIELE PELUSO NAPOLI



KANNA



LES CHAUSSEURS



GIOVANNI FABIANI



BIBI LOU



KONTESSA



APPLE OF EDEN



JIMIBEK



GEORGE COX



LE FLOW PARIS



MI/MAI



MARCO LAGANÀ



LE FLOW PARIS



CLIQUE



PONY



MOA MASTER OF ARTS



CHAKA



LEMARÉ



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FATIMA LOPEZ



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SOLOVIÈRE



LES TRANSLUCIDES BY PAT



BLUE



MANIA



JOHN GALLIANO



PS BY PAUL SMITH



L4K3



W14



JUDARI



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ELUNANI



CORSO 37



FERRAGAMO



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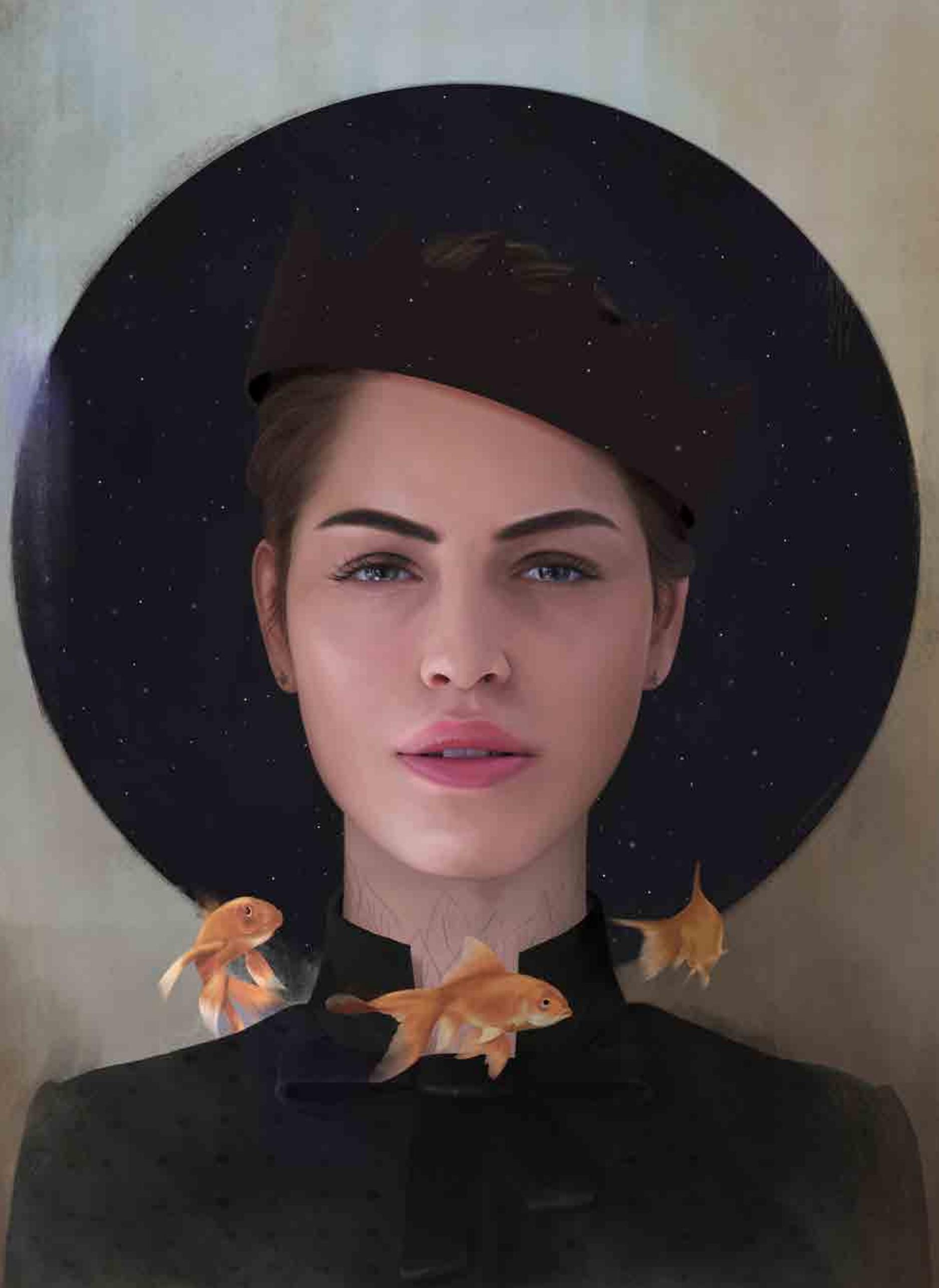
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VIC MATIÉ



CLONE



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BOOK



Marni

KING OF THE MOUNTAIN

Beatrice Campani

FLEECE, FUR, ROPES: NO, WE ARE NOT PACKING FOR A TRIP TO THE ALPS -
WE'RE LOOKING AT THE A/W 2017 MENSWEAR OFFERING



KULTUR UND HANDWERK
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Bogner



Moncler Gamme Bleu

This season's menswear themes revolve around mountaineering and skiing. This inspiration is evident at **Moncler Gamme Bleu**, where creative director Thom Browne has mixed the brand's expertise in activewear and outerwear with his signature tailoring and quirky, offbeat styling featuring skilful layering. High-tech fabrics and mountaineering details, such as rope and high-viz straps, play a key role. The collection includes pea coats, a Chesterfield coat, a trench, capes, a cardigan, polo shirts, trousers and shorts with alpine hints, as well as more overtly outdoors-inspired styles such as a jumpsuit and oversized bomber jackets.

Tod's offers a very subtle and elegant take on the mountain theme, with thick-soled ankle boots, hooded down jackets and quilted coats. Meanwhile, Francesco Risso, with his debut collection at **Marni**, proposed colorful activewear with exaggerated proportions and ski materials. Oversized furs are the new must-have for

men, alongside bright fleece sweaters. At **Loewe**, too, creative director Jonathan Anderson proposes an alpine vibe, with hand-knitted sweaters, shearling coats and patchwork jackets.

Colors, often used to contrast accents, are also key at **Bogner** where they highlight the collection's new sporty focus and reference the brand's ski wear heritage. The most iconic looks include a red down parka with a detachable raccoon collar worn over a knitted sports coat with a pre-washed wool finish, and the merino roll-neck and pigment garment-dyed corduroy pants. For the first time in history, the label's lightweight down line is available in twelve different colors: enough to make the male customer feel on top of the world.



colmar.it

MENSWEAR LABELS TO WATCH

**SADAK**

Berlin-based Sasa Kovacevic launched **Sadak** in 2010, mixing his Serbian heritage with tailoring and urban sportswear motifs. The collections feature timeless pieces for men and women, focusing on craftsmanship and contemporary elegance. One can find perfectly tailored men's jackets that are open in the back revealing bare skin, oscillating between utilitarianism and opulence. The S/S 18 collection explores the rebellious nature of human beings and resistance against the establishment. Ottoman history and culture inspired the collection that combines sharp tailoring with vibrant prints. Beads on light poplin, fluid silk and tulle add a sense of poetry, while Ottoman pants and workwear-inspired garments are equally suitable for men and women. Sadak uses neutral colors such as black, gray, brown and white, combining them with embellishments of red, blue and gold. Sadak shows within the official schedule of **Mercedes-Benz Fashion Week Berlin** and is stocked, amongst others, at **H. Lorenzo**, LA and **Wut Berlin**, Tokyo.

www.sadak.de

**MATTEO LAMANDINI**

Born in Modena in 1989, **Matteo Lamandini** studied fashion design at Istituto Marangoni, Italy. After graduating, he worked as an assistant menswear designer at **MSGM** before moving to the menswear design team at **Marni**. In 2014 he became the winner of the 'Designer for Tomorrow' award. "This competition allowed me not only to start my own project and to produce my first collection for S/S 16, but also to create a capsule for the designer **Tommy Hilfiger**," Lamandini said. Today the designer's work spans both menswear and womenswear. The inspiration for the Autumn/Winter 2017-18 collection stems from the contemporary urban environment, with a particular focus on homelessness. Velvet and English checks are amongst Lamandini's favorite features, while blue and dark brown colors are paired with yellow, red and blue, resulting in a strikingly modern and unique aesthetic.

www.matteolamandini.com

**PINE**

PINE is a menswear brand designed by Japanese designer Masataka Matsumura. He spent his childhood in Switzerland, and after studying fashion at a college in London, he became the creative director at **Giuliano Fujiwara** in 2005. In this role he created elegant modern menswear and womenswear that combined traditional Italian tailoring with Japan's unique 'wabi-sabi' sensibility. PINE was launched in 2014, and its inspiration comes from the nature in Matsumura's hometown of Hokkaido. This urban, minimalist line incorporates outdoor elements and places a premium on the highest quality: the brand makes a point of concentrating on 'made in Japan' production all the way from materials to sewing. The A/W 2017-18 collection features a multitude of darts in unexpected locations and unusual silhouettes, such as outerwear stuffed with paddings and down pullovers that can be worn backwards. PINE is currently stocked at **Studious Lab** in Tokyo's Harajuku district.

www.wearpine.com



FYNCH-HATTON

Welcome to authentic style! Since its establishment in 1998 Fynch-Hatton is all about dedication. Dedication to Denys Finch Hatton, whose free and adventurous life in the Serengeti influenced our brand as well as our logo and our philosophy. From dedication to zeitgeist and authenticity, with clothes that are always at ease and show character. Dedication to Highest quality, craftsmanship, and details in every collection, and dedication to those, who wear them. Wherever you go, whatever you do, we think it should happen in style. Because style is a statement.



Chanel

SPACE ODDITY

Lea Robinot / Jana Melkumova-Reynolds

AS NASA ANNOUNCES THAT THERE MAY BE LIFE ON OTHER PLANETS,
DESIGNERS LOOK TO SPACE FOR INSPIRATION.

This season's fascination with metallic colors may seem to be a continuation of the trends we saw last year, but a closer inspection reveals a clear departure from the earlier disco-style glitter: in A/W 2017-18, shiny materials decidedly stand for a futuristic interstellar look. Statement pieces, such as silver **Chanel** boots or golden outfits seen at **Gucci**, confirm this with their streamlined designs. Casual jeans and velvet dresses are studded with crystals or embroidered with silver threads at **Isabel Marant** and **Dior**, giving the clothes a dreamy metallic sheen redolent of Space Age aesthetics.

Cosmic references proliferate in a variety of other details, too. Symbols such as rockets and satellites, images of astronauts and planets as prints are ubiquitous,

especially in the eccentric **Dolce&Gabbana** collection. At Chanel, the very setting of the A/W 2017 show screamed 'ready for take-off': transmission towers and a rocket launch pad transformed Paris' famous Grand Palais into a space station, while models walked down the catwalk in silver leathers and starry dresses accessorized with rocket- or planet-shaped handbags.

Retailers worldwide are already buying into the trend, especially its more wearable and casual iterations, such as metallic sneakers and 'cosmic' prints. Sit back, relax and enjoy your flight.



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WOMENSWEAR

LABELS TO WATCH



HILLIER BARTLEY

British fashion legends Luella Bartley and Katie Hillier launched **Hillier Bartley** in 2015. Bartley's now-closed label, **Luella**, was a symbol of British style in the early 2000s and a favorite with numerous fashion icons, from Cate Blanchett and Sienna Miller to Keira Knightley, Alexa Chung and Amy Winehouse. At that time, she was already working with Hillier. After the label ceased trading in 2009, the two women headed womenswear collections at **Marc by Marc Jacobs**, before starting their latest venture. Hillier Bartley's collections reference bohemian West London in the 1970s and David Bowie; fringed scarves, high-waisted trousers and kimonos are revamped with lustrous and shiny materials, and tailoring plays a huge role. Every item is hand-finished, made in England or Italy. With its masculine-feminine accents, Hillier Bartley embodies the female dandy: these are party clothes for women who won't go anywhere near party dresses. Current stockists include **Net-a-porter** (online), **Fashion Dome** (Dubai), **Lane Crawford** (Shanghai, Hong Kong) and **Selfridges** (London). www.hillierbartley.com



MOLLY GODDARD

Born in London in 1988, **Molly Goddard** received a BA in Fashion Knitwear and an MA in Fashion Knitwear from Central St Martins, before launching her own label with a Spring/Summer 2015 collection. Her work is focused around traditional craft techniques, such as hand pleating, smocking and crocheting. These serve to create delicate and fragile garments with unique fabric combinations, inspired by party dressing and bygone eras. Goddard's collections are sold by some of the most prestigious stores worldwide, including **Dover Street Market**, **I.T. Browns**, **Boon the Shop** and **Club 21**. As well as being an accomplished designer, she also creates installations and other works at the intersection of fashion and art, such as The Corridor installation at I.T Beijing Market in October 2015, the Ground Floor installation at Dover Street Market in New York in July 2015 and a show at London's Tate Modern in February 2017. Some of Goddard's pieces are on display at **Trading Museum Comme des Garçons** – a great stamp of approval for a young designer. www.mollygoddard.com

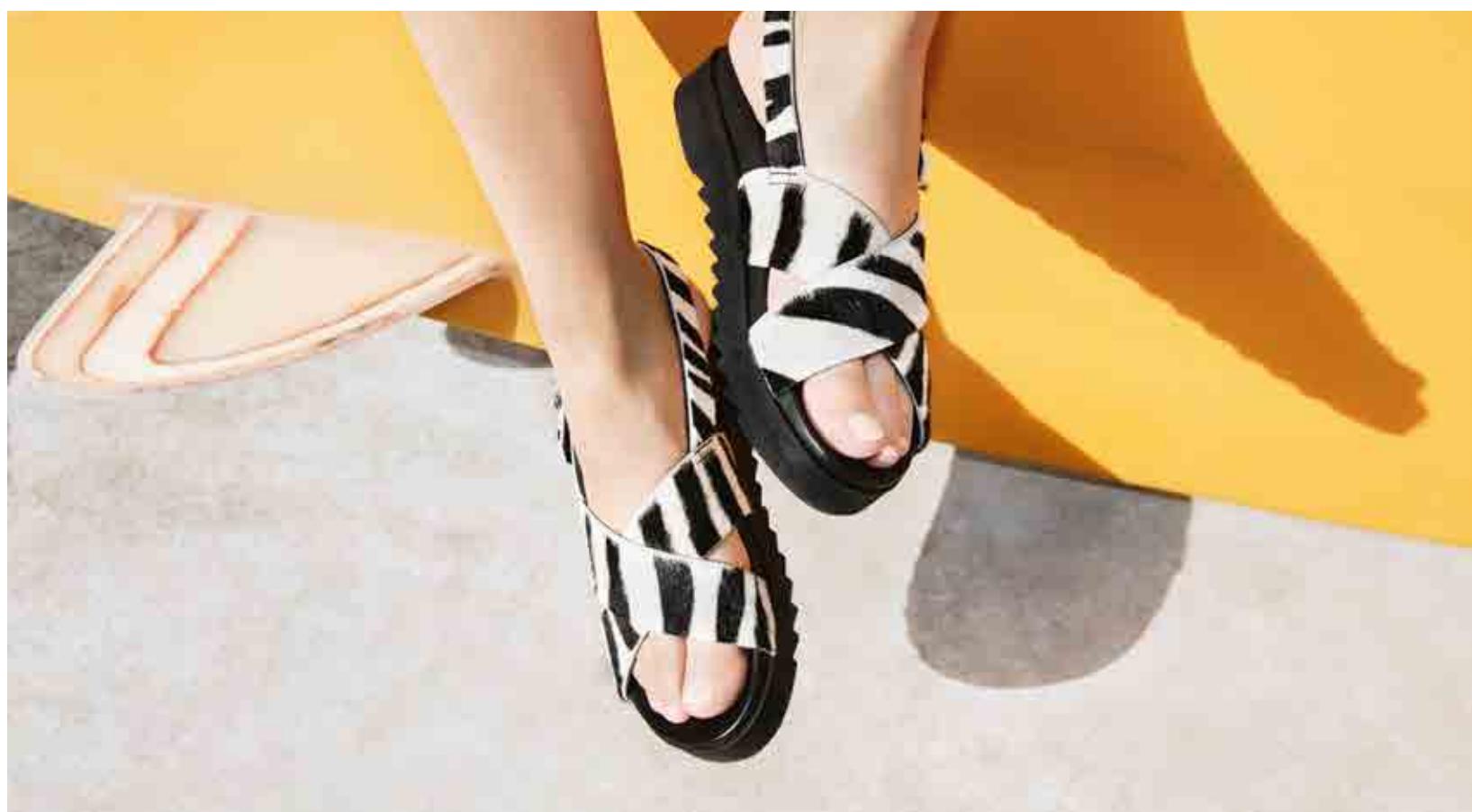


NOBI TALAI

Barely two years old, the **Nobi Talai** label already has a very distinctive and recognizable style. Tehran-born, Berlin-based designer Nobieh Talaei draws inspiration from her nomadic family heritage and from the modern urban environment. Her designs are refined and flowing, reminiscent of utility wear in their stark simplicity, but sophisticated in their use of layering and deconstruction. "The journey is the message," says the artist. Using traditional hand-craft technique, she creates a cross-cultural stylistic approach that marries East and West. In September 2016, the brand held a catwalk show at Paris Fashion Week for the first time. Lightweight fabrics, including thin leather, and luminous tints gave the collection an airy look and was favorably received by critics and buyers alike. Nobi Talai has recently won the New Faces Award by Brunte Magazine. The label's clients currently include **Off&Co** (Munich) and **Shopbop** (online). www.nobitalai.com

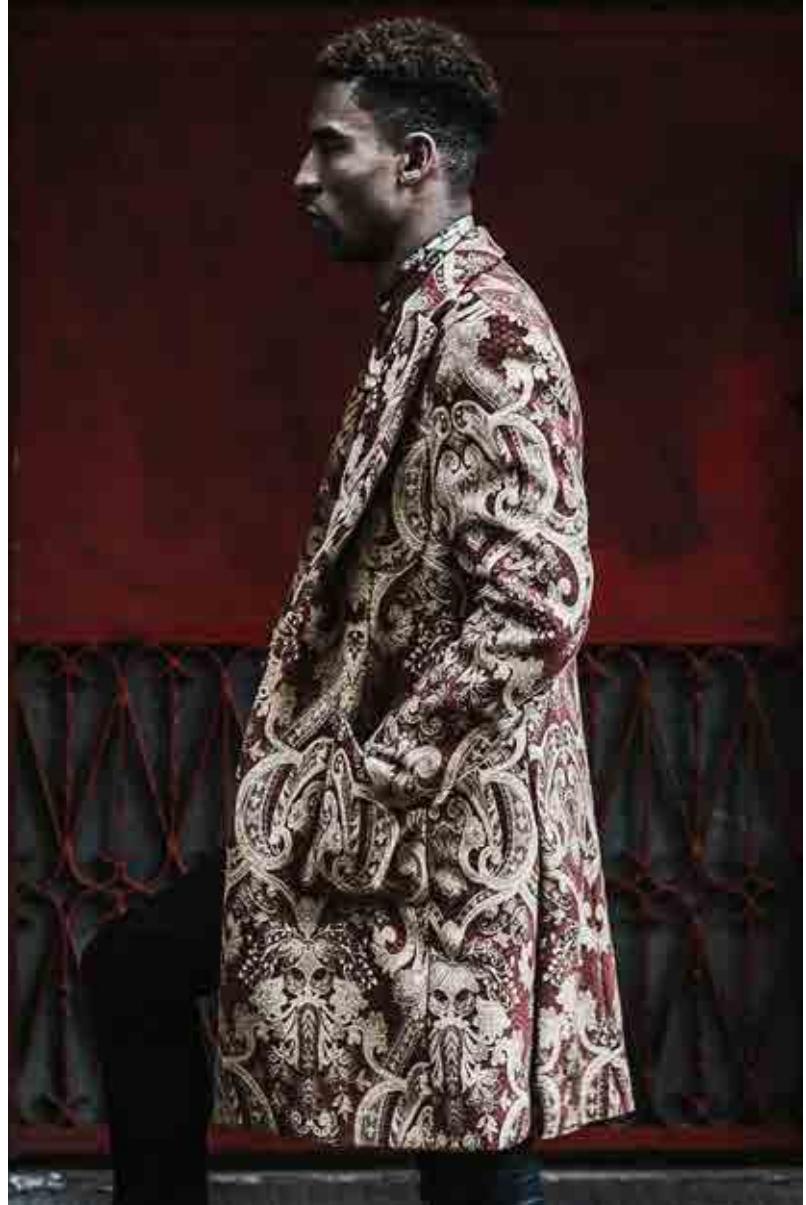


LIEBESKIND
BERLIN



IKIRÉ JONES

Tjitske Storm



Images: Joshua Kissi for Ikiré Jones

Ikiré Jones is a versatile brand founded by Nigerian-born, USA-based designer and afrobeat musician Walé Oyéjidé and tailor/musician Sam Hubler. Their work draws on European menswear tailoring traditions, adding rich embellishments with outspoken prints inspired by African patterns and the art of the Renaissance era. Colorful and bold hand-painted ethnic motifs are mixed with delicate woven paisleys. Digital prints feature Christian narratives, but traditionally Western-looking figures, such as priests, are replaced by black figures – an original twist creating a cultural shift.

Each piece in the collection is a unique story, reflecting the identity and history of the designer Oyéjidé. The brand's photography, styling and texts reveal a deeper conceptual layer, with reflections on the role of immigrant populations in Western societies. The S/S 2017 collection, 'Born Between Borders', "celebrates the perse-

verance of the often unrecognized newcomers that continue to make our society great", as the founders put it. In the upcoming A/W 2017-18 collection, entitled 'Awake & At Home In America', portraits of black immigrants are accompanied by quotes such as "we are the America that is here to stay".

In the next collection, Ikiré Jones will introduce womenswear for the first time. As well as seasonal collections, the brand offers custom-made wedding suits on demand and limited edition silk scarves with high-class artworks based on classical European art and African aesthetics; some of these have been displayed in museum and gallery exhibitions worldwide.

www.ikirejones.com

... the ultimate jacket.



HEINZ BAUER
MANUFAKT



PHAÉDO

Angela Cavalca



Phaédo is an art-inspired brand founded by Chinese designer ZhuZhu, who graduated from SiChuan Fine Arts Institute, studied at London's Central Saint Martins and was the first Chinese designer to attend the Royal Academy of Fine Arts in Belgium. He set up Phaédo studio in Hangzhou in 2014, bringing together a group of young people and experienced artisans working with a variety of materials, such as traditional Chinese paper, earth, silk and cotton. The label's creative process begins with observing and exploring materials and heavily relies on manual skills and unique techniques: natural silk undergoes a special treatment that makes it matt and firm; a natural color palette is obtained through persimmon dyeing that, after an initial exposure to the sun, makes the garment slowly change color as the days go by.

The collection's philosophy is about linking East and West in a universal style, with fabrics, colors and forms that suit women of all ages and backgrounds. There are long coats and dresses with a particular emphasis on the sleeves, neck and back; in a suit, the long trousers have a slit at the front that makes shoes stand out. The first collection – the result of three years' work – debuted during the last Milan Fashion Week at La Triennale space where visitors could discover the Phaédo world through an installation merging fashion and art. From next season, the brand's collections will be stocked in Paris, New York, Chicago, London, Milan, Florence and Shanghai.

www.phaedostudios.com



PREMIUM MOOD DENIM SUPERIOR

EXHIBITIONS: **WHITE**, 17, 18, 19 JUNE 2017 Milan, **TRANST**, 23, 24, 25 JUNE 2017 Paris

BUYERS' VOICES

S/S 18, EMERGING FASHION AND GLOBAL PRESENCE

WeAr has asked several independent retailers what they are looking for in S/S 18 collections, which fashion scenes they keep an eye on and how they attract their international clientele.

YOUNGCHUL AN (01)

MARKETING DIRECTOR, WORKSOUT,
SEOUL, SOUTH KOREA

We expect to see a lot of the color blue, and we are on the lookout for loose silhouettes and funky styles. At the moment, the local fashion hotspot we are following particularly closely is Sweden. I recently found a brand that makes everything in corduroy (it reminded me of Levi's recent denim series), and it was quite impressive.

At first, the majority of our international clientele came from China and Hong Kong, but lately we have been getting a lot of European customers. Most of them found us through the website **Hypebeast**. In fact, a lot of them come to see our extraordinary interior – and exterior – rather than our brands!

www.worksout.co.kr



KSENIЯ MAMONTOVA (02) AND

YANA GLUMILINA (03)

BUYERS, LE FORM,
MOSCOW, RUSSIA

We are still fans of all things black, but in summer our customers crave colors: white, red (bright shades, especially coral), yellow, blue and turquoise. Beautiful floral prints always sell well. In terms of styles, our clients are now well over asymmetric black silhouettes: they are looking either for feminine shapes, or for the uber-trendy oversized silhouettes. We are always on the lookout for lovely dresses – there are never enough of those in designers' collections!

Lately we have been discovering exciting new names from Poland (such as **Magda Butrym** and **Misbhv**) and China (**Yang Li**, **Uma Wang**, **A Tentative Atelier**).

www.leform.ru

SÉVERINE LAHYANI (04)

OWNER, ARCHIVE 18-20,
PARIS, FRANCE

For S/S 18, we are looking for contrasting combinations of natural colors – such as white, beige, sand and khaki – with bright shades, such as plum, cherry, avocado and ochre. Our main inspiration is 1960's and street culture where tailoring pieces, such as a blazer and a trench, are mixed and matched with streetwear influences, such as hoodies and jogging pants. Some of these trends can be found in our own collection, **Ly Adams**.

The most interesting emerging fashion currently comes from Paris, New York, Los Angeles and ex-USSR countries. As for our international clients, they include people from Korea, Taiwan, Hong Kong, Italy, America, the Netherlands and Austria. They find out about our store by word of mouth, city guides, social networks, from visiting Paris during fashion weeks and through events we organize at **Archive 18-20**.

www.archive1820.com



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www.robertgraham.us

**FEDERICA ZAMBON** (06)

OWNER, WOK STORE,
MILAN, ITALY

In S/S 18, we are looking for pastel and warm colors along with simple styles with sophisticated details, hi-tech materials and respect for nature. Emerging fashion scenes that interest us are Russia (think **Gosha Rubchinskiy**) and the US (one of our latest finds is **Eckaus Latta**).

Our foreign customers are mainly Asian and American. Some live in Milan, and those who don't find the store through social media and our partner **Farfetch** and stop by when they are visiting the city. Other clients come to us while researching brands such as **Common Projects**, **A.P.C.** and **Gosha Rubchinskiy**.

www.wok-store.com

KARIN EDMAN (05)

OWNER, GRANDPA,
VARIOUS LOCATIONS, SWEDEN

For S/S 18, I'm looking for colors: in womenswear, it's mainly fuchsia, pinks, earthy tones of greens and lighter olive greens, yellows and lilacs; and for men, it's khakis, blues, greens, grays and browns. In terms of styles for women, my focus is on wrap dresses in colorful prints that make you happy, wide and flowy pants with a twist, that white shirt that isn't too feminine, and denim jackets! In menswear, I'm searching for the perfect overshirts, both in denim and canvas, as well as polo shirts that don't look too polo. I'm also on the lookout for the ideal knitted marine sweater both for women and men, along with sneakers and new, fresh washes of denim – those beautiful vintage washes set my heart aflutter.

My latest fashion hotspot is Malmö – Sweden's third-largest city, just over the bridge from Copenhagen. They have always had their own way of living, and the mix of cultures makes the city unique; it's probably the only city in Sweden where you can find a decent falafel that doesn't cost a fortune. We have just opened a store there. I love the local nonchalant attitude to fashion.

Our international clientele comes from all over the world but we have a lot of Americans, Dutch and Germans. Usually, they find out about us by word of mouth and from travel guides. Our first store is situated in a trendy Stockholm area called Sofo, and during weekends we tend to speak more English than Swedish.

www.grandpastore.com

KIRK BEATTIE AND MATTHEW MURPHY (07)

OWNERS, OTHER SHOP,
LONDON, GREAT BRITAIN

Alongside our all-time favorite palette of navy, white and black, we are currently excited by 'off color' tones of brown, peach, rose and gray. A cocktail of styles and silhouettes, large pants with cropped jackets, workwear in luxury fabrics, streetwear tees with structured trousers and natural colored denim [is what we are looking for in S/S 18].

Our visit to Kiev last year was exciting, there was a new wave of emerging creatives working together to create a like-minded community: photographers modeling in friends' shows, making music and art, and merging it all into club nights resulting in a genuine and original movement specific to the kids in the city. Definitely a fashion scene to follow.

Being in London, we have a wide mixture of international visitors from Europe, Asia and the US. Most of the customers become aware of the store through social channels, city guides/apps and press, both print and digital.

www.other-shop.com



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COOL ITEMS FOR CONCEPT STORES



iSkelter
BEAUTY STATION

Part make-up organizer, part smart device docking station – it's the **iSkelter Beauty Station**, chiseled from handcrafted bamboo. Team **iSkelter**, a 4-year-old startup from Phoenix, Arizona, created the iSkelter Beauty Station for both organization and craftsmanship. It includes three styles in varying sizes: the 'Kennedy', 'Taylor' and 'Madison', offered in premium light bamboo and a limited walnut bamboo. Compartments, grooves and holes carved into the Beauty Station neatly store make-up, trinkets and smart devices. The secure viewing dock is suitable for the iPhone (5/6/6s/7) and iPad (Air, Mini and Pro) and nearly all other smartphones and tablets, including Microsoft's Surface Pro. Pricing ranges between 27.95 and 59.95 USD. The item can currently be purchased from iSkelter's website via **Amazon**. The Beauty Station is just one in iSkelter's range of tech accessories. Others include lap desks, Apple device charging stations and workspaces, such as 'LIFT', an adjustable sit-to-stand desk. iSkelter includes a wristband with every product that reads 'I Give A Damn', keeping in line with its slogan, 'Hand-Built in America by People Who Give A Damn'.

www.iskelter.com



LUMIR
PORTABLE CANDLE LIGHTHOUSE

Korean startup **Lumir** is taking sustainable interior design to a new level with its unique lighting device, originally funded on Kickstarter by over 1,000 backers from 56 countries. **Lumir C**, a lighthouse-shaped lamp, requires neither electricity nor batteries: instead, it is sustained by the energy of a candle flame, which it converts into LED light. A single tealight can keep the lamp alight for 4 to 5 hours. Equipped with a transparent windbreak, Lumir C is suitable for both outdoor and indoor use, and can also serve as a scent diffuser when combined with a scented candle. To switch off the light, the user simply blows it out like a candle: another unique and quirky design feature. Lumir is currently sold in 10 countries. Retail prices start at 100 EUR.

www.lumirlight.com



ROCKET LOGS
WOODEN SPEAKERS

Former pro soccer player Jay DeMerit launched his brand **Portmanteau Stereo Co.** with a series of vintage suitcase speakers. Recently he designed and developed the brand-new product **Rockit Logs**. Wooden logs from Western Cedar, Fir and Hemlock are reclaimed from a neglected forest offcut in British Columbia and handcrafted into custom-made audio speakers. The clear or dark stain 'acoustic woods' are the same quality as those used for guitars and violins, and provide soft tone sound profiles to amplify quieter and warm tones. Each Rockit Log is customizable in stain, screws, bullet and cone colors, allowing the customer to create his or her own one-of-a-kind art piece. Advanced lithium battery technology guarantees more than 12 hours' playtime on a powerful 60 watts, while a built-in USB port can charge any device. A 12-inch diameter, grab handle, Bluetooth connection and weather resistance make the Rockit Logs the ultimate portable speaker.

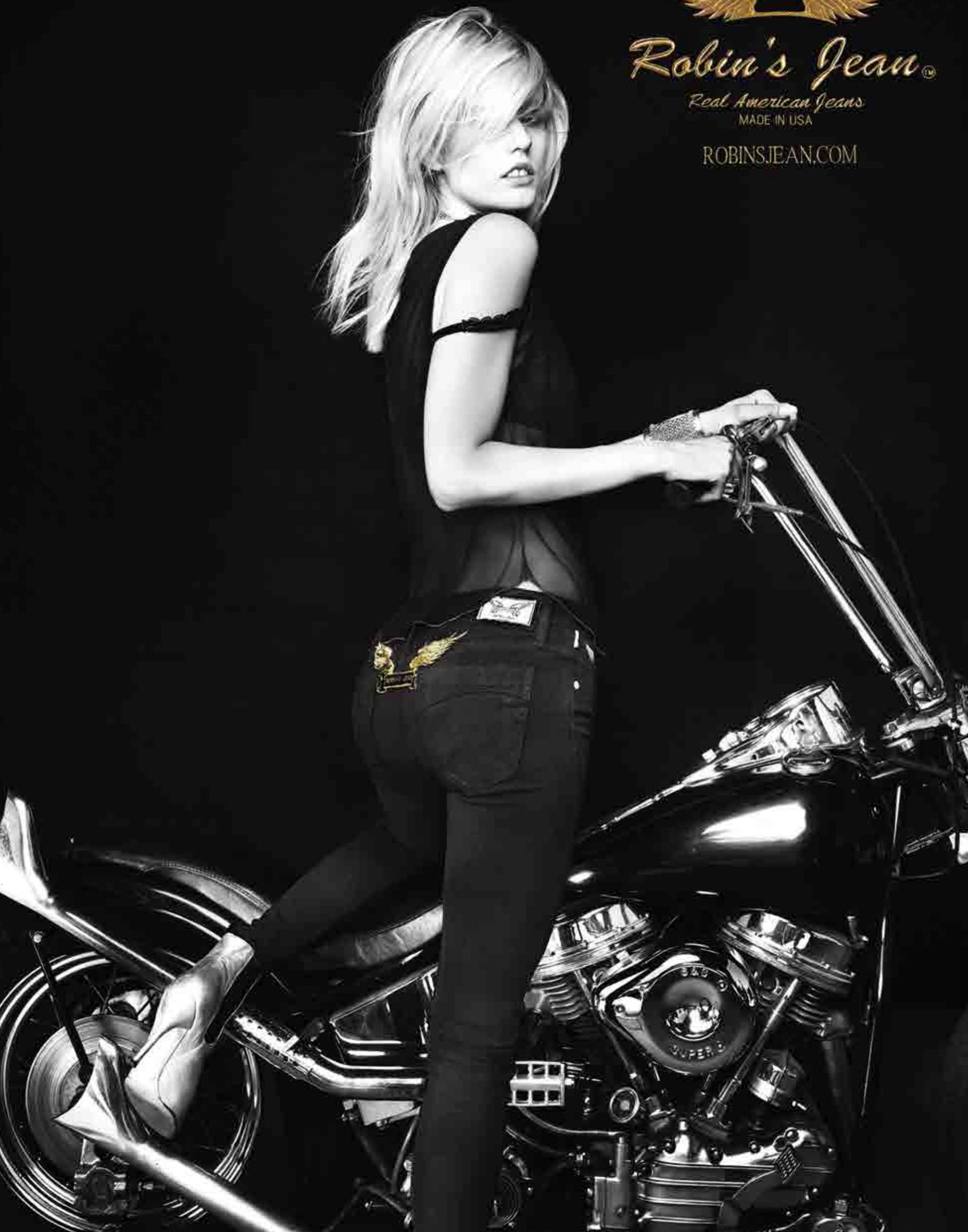
www.rockitlogs.com



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WGSN

KEY ITEMS FOR S/S 18 WOMENSWEAR

Sara Maggioni, Director of Retail & Buying, WGSN



Fashion Week Milan, Streetstyle, 2017



Fashion Week Milan, Streetstyle, 2017



London, Streetstyle, 2017

Images courtesy of © WGSN Limited. 2017. All rights reserved.

Every season, **WGSN** publishes comprehensive Buyers' Briefings across all product categories to provide a complete guide to buying and range planning. We use a combination of diverse sources to help achieve the right balance of newness and commerciality.

Genre and category-blurring themes and a mix-and-match approach to styling remain key for S/S 18, while a more formal aesthetic starts to emerge after many seasons of normcore and elevated casualwear. Femininity remains another important message for the season, updating popular trends such as utility, sport and urban looks.

KEY ITEMS

Notions of versatility run through S/S 18 key items, with easy throw-on styles like robe and loose dresses and pieces with transitional qualities coming to the fore as customers focus on buying less but better. Waist-defining silhouettes pick up pace, while

tailored shapes add a fresh sharpness to assortments with DB blazers, paperbag-waist and tailored trousers becoming more commonplace.

COLOR

Familiar shades with trans-seasonal appeal such as baked pinks, wine tones and blues remain important. However, bolder, more confident hues like fuchsia and pops of neon gain momentum as customers slowly let go of pared-back minimalist tones to embrace saturated brights and sophisticated pastels.

PRINT & PATTERN

Perennial patterns such as camo, leopard and spots gain traction in the fashion arena, ditching the reimagined interpretations of previous seasons in favor of a true-to-form approach. Also expect eye-catching trends such as vibrant tie dye, complex dark tropicals and re-energized florals to emerge strongly and drive newness.

FABRICS

Fancy fabrics like velvet and satin used within a casualwear context carry on as an important message, while the love for hi-lo styling and a formal-meets-casual aesthetic shows no sign of abating. Girly and ladylike details such as bows, waist-defining silhouettes and textural florals come to the fore, confirming the all-important femininity themes running through the season. Surface interest is also added, via ruching, lace-up constructions and buttoned-up fastenings, which act as both decorative elements and functional details.

For more information about how to access insight and inspiration from WGSN, visit wgsn.com



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S/S 18: COLORFUL, YOUTHFUL AND PRACTICAL

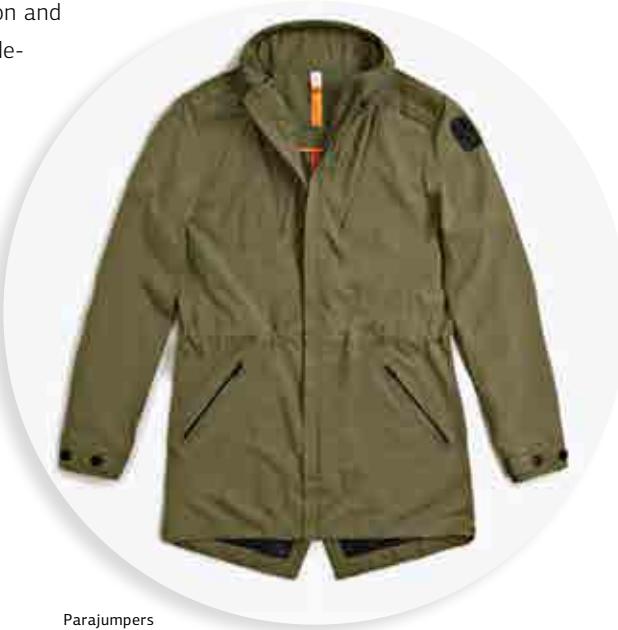
WeAr HAS SPOKEN TO THE TEAM AT THE WHO'S NEXT AND PREMIÈRE CLASSE TRADE SHOWS AND ANALYZED SOME SNIPPETS OF S/S 18 COLLECTIONS TO GIVE YOU A TASTE OF WHAT TO LOOK OUT FOR IN THE COMING SEASON. HERE ARE OUR MAIN FINDINGS.

HI-TECH

The functionality of fabrics is becoming as important as the style they serve to create.

Beachbody's S/S 18 collection is designed to stabilize, support and activate the wearer's key muscle groups; Kinesio tape-inspired compression bands integrate bio-mechanics and body mapping. **04651** is unveiling its 'Wave' athleisure capsule made from innovative materials with high technical specs. At **Montgomery**, raincoats in nylon and Tyvek are must-haves, as well as the brand's celebrated scuba and suede-bonded styles.

The highly technological line by **Parajumpers** – the brand's 'Kegen' capsule – proposes jackets made of waterproof, 2.5 layer laminated light poplin, designed to withstand 10,000 mm, or 10 m, of water pressure in 24 hours without getting the wearer wet. (In plain English, that is a seriously high volume of water.) Details on the hood, neck and bottom are made of 100% nylon ripstop taffeta, which also has a water-resistant treatment, and laser-cut perforation on the sleeves, on the sides and under the yoke improves breathability.



Parajumpers

FOREVER YOUNG

"Youth Tonic trend is defined by a strong sense of individuality and creativity ... Youth itself will become a state of mind," says a spokesperson for the **Who's Next** trade show. In the S/S 18 collections, this translates into tongue-in-cheek prints and lively embellishments, as well as streetwear-influenced silhouettes.



Lieblingsstück

The denim brand **Crocker** is launching a youth fashion line called 'Hiper-master', and **Lieblingsstück**'s S/S 18 knitwear displays a strong streetwear influence with oversized hoodies and modern double-faced jackets. Moreover, the brand has introduced smiley prints that give the collection a fun mood. Unusually happy-looking skulls and hearts adorn the sneakers in **SUN68**'s S/S 18 footwear line, and **Robin's Jean** has created a new denim group with playful embroidery accents.

MUST HAVES

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spring | summer 2018



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TRUE COLORS

Bright tropical colors as well as interesting contrasts and unusual combinations of more classical shades: S/S 18 is all about reassessing the palette. At **Robert Graham**, the US-based shirt label, inspiration comes from the rich and colorful textures of Cuba. **Lieblingsstück**'s collection is centered around color contrasts in knitwear and shirts, with pink and royal blue dominating the line, while thyme and light sand are the new basic colors that are paired with yellow and rosé.

Beachbody's athletic footwear collection features monochromatic uppers or multiple pops of soft pastels and cool neutrals that are grounded with saturated darks. At **Heinz Bauer Manufakt**, the go-to brand for German-made jackets, light summer styles boast eye-catching contrasts, with olive camouflage print lining juxtaposed with yellow and navy ultra-thin leather.

Fynch-Hatton, a label famous for its modern and casual menswear, has presented earthy colors alongside a nautical theme featuring ruby, navy and white as well as strong blue tones. Here, too, pastel colors such as pool and topaz are mixed with berry shades and a summery light gray.



Sun68

SIMPLE PLEASURES

A spokesperson for the **Who's Next** trade show cites an emerging trend of "Slow Futures" that is "about the stripping away of excess, where new is not necessarily better. Design and technology will merge more seamlessly together, creating a rustic minimalism that will combat overconsumption."



Crocker

Indeed, minimalism, classic styles, authenticity and subtle luxury shine through a number of collections. **04651** is presenting its 'Oyster' capsule, produced by the world's best weavers and with special details made from oyster shells collected at Sylt island, the brand's home. **Crocker** is launching its 'Crocker Authentic' line featuring classic and timeless jeanswear styles. **Heinz Bauer Manufakt** has developed an ultra-thin, light calf nubuck leather jacket with no lining – the height of refined simplicity. **Fynch-Hatton** created outdoor jackets with lightly washed cotton that either have added pockets or could simply work as a blouson, and at **Montgomery**, the famous leather jackets have a 'wash&wax' finish resulting in a more authentic look as well as artistic hand painting on butter-touch qualities.



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Seven
ORIGINAL

SMART FASHION: BEYOND PERSONAL STYLE

Nia Groce

CLOTHES OF THE FUTURE ARE MORE THAN PRETTY FROCKS.



ADIFF

The world was introduced to smart fashion in 2012 when Google announced the launch of **Google Glass**, the now off-the-market tech eyeglasses that retailed for 1,500 USD. Today, the once foreign landscape of wearable tech has unfolded into a burgeoning market. In addition to accessories, outerwear and swimwear, numerous product categories are being tested by brands, advancing fashion beyond personal style.

Google is continuing its forays into fashion in a partnership with **Levi's 'Project Jacquard'**, a platform designed to create clothing with device-like functions. The first result of their collaboration, Levi's 'Commuter Trucker Jacket', utilizes a conductive yarn to provide connectivity to a smartphone via a detachable smart tab. The aim is to allow the wearer – probably a cyclist – to control apps, such as music and maps, through the sleeve while in motion. The jacket is expected to be released this year.

French fashion tech-company **Spinali Design** offers smart items including dresses, bags and denim. Its prominent 'Neviano' swimsuit, retailing for 142 USD, employs a sensor that alerts the wearer to high levels of sun exposure and when to apply sunscreen. Linking to an app, the waterproof device monitors the temperature throughout the day to send warnings according to the wearer's skin type. The company's 'Essential Jeans', with retail price tags starting at 87 USD, offer a

geolocation feature that delivers vibrations on either the left or right side to help direct the wearer to a location.

Meanwhile, Japanese fashion house **Etw. Vonneguet**, led by designer Olga, is working on the 'Heater Parker' hoodie that utilizes an iron-on electronic circuit and conductive adhesive to generate heat in order to maximize the wearer's comfort. It is set to display at the **Wearable EXPO – Wearable Device and Technology Expo** in Tokyo in 2018.

Smart clothing can also address humanitarian issues. Kickstarter-backed brand **ADIFF** produces unisex, one-size products that can transform into lifesaving gear, including sleeping bags and tents. By developing the line, founder and CEO Angela Luna, Parsons' 2016 Designer of the Year, intends to tackle the global refugee crisis.

Wearable tech specialist Elena Eberhard of the Academy of Art University drives home the importance of advancing fashion via smart clothing. "Items will be designed to improve health, help with disease prevention, security and productivity," she explains. As for the future, Eberhard continues, "the fashion designers of tomorrow have to be able to collaborate with engineers, speak their language and manipulate new materials that have never been used in fashion before". It is time retailers started learning that 'language', too.



lotto
leggenda



Yangzom

BEACH BUYS

Shamin Vogel

ONCE THE FASHION INDUSTRY'S FAVORITE VACATION SPOT, IBIZA IS NOW
CREATING AND EXPORTING ITS OWN CLOTHING AND TRENDS

The White Island's fashion style is known as 'Adlib', coming from 'ad libitum' (Latin for 'freely'). It combines bohemian and hippy chic and focuses on predominantly white clothing made from cotton and lace, featuring embroidery and coupled with flamboyant colors. Maxi dresses and asymmetric skirts meet tunics and caftans. Nomadic and tribal-inspired accessories, such as **Pearls of Mu**'s Mallorca pearls on leather strings, complete the look.

Ibiza's brands to note are **Yangzom**, with lacy beachwear styles embroidered with multicolored dots, and **FreeLove**, known for its asymmetrical cuts and bare shoulders. A large part of the latter collection consists of unique pieces made from vintage silk sarees from India. Both brands currently deliver to multilabel stores around Europe, but it was at Ibiza's

local hippy markets, at mini-boutiques and stalls, that they first gained exposure. Established Ibiza brands like **Charo Ruiz**, masters of flowing dresses, tops, skirts and pants from lace, guipure and silk with fantastic prints, sell in top stores worldwide, from **El Corte Inglés** and **Harrods** to **Aishti** and **Podium**.

Whilst mostly focusing on womenswear, **Ravens View** creates cool T-shirts that sell well for men as an established multibrand retailer on the island, **Sluiz**, confirmed. Sluiz also produces its own Ibiza-inspired label for women and men. A spokesperson for the store stated that social media helped to grow the Ibiza trend internationally: "[This clothing] is very suitable for escapes all around the world. We have good sales in tropical places worldwide, but also within Europe. It's becoming a lifestyle and

people are eager to wear it daily, not only during their summer escapes. Ibiza style is becoming a brand in itself: put 'Ibiza' behind [something], and it sells."

Indeed, Ibiza is well marketed. A fantastic holiday location with a special energy and a party vibe, the island attracts tourists from all around the world, and it is becoming more luxurious every season. Brands like **Philippe Plein** are creating pop-ups or renting store space here in the summer; multilabel retailers, such as **Antonioli**, are opening branches on the island to serve the high-end beach-loving customer base. **Kurru Kurru**, another local womenswear brand, even introduced a 24-hour SOS party styling service that comes to the customer's home. Ibiza offers opportunities for fashion brands and retailers alike, on the island and offshore.





Aizel

INTO THE SPOTLIGHT

WHAT DOES PROMOTING A MULTIBRAND STORE INVOLVE?
WeAr ASKS RETAIL PR SPECIALISTS FROM DIFFERENT COUNTRIES.

Multibrand stores can be tricky to market. Artur Efremov, PR director of high-end retailer **Aizel** in Moscow, explains: "With monobrands it's easy: you have the label's guidelines and a showroom with press samples. A multibrand, on the contrary, is similar to a big flat-share, as Aizel's owner Aisel Trudel likes to say – a place where dozens of labels co-exist, and you need to make sure to speak about all of them." As well as publicizing individual labels, it is necessary to highlight a store's vision and strategy, not only to the press but also directly to the end consumer: "Make sure to speak to your customers. Know where they go out, what they read and how they have fun – this will inform you on how to target your marketing and PR."

Alexandra Iwan, owner at **textschwester** PR and press agency in Dusseldorf, disagrees: in her experience, multibrands are actually easier to work with than labels – if you know how. "Store PR is always slightly more targeted and mainly involves in-store

events; you need to recognize and make the most of the *genius loci*", she opines. But, once you've got the right event vibe, it can yield amazing coverage: "Take the **Afew Sneaker Store**: the press cover it like a pop star!"

So, what sort of events are the most successful? "Our most important feature to maximize retail exposure is cross collaboration," says Leroy Aznam, of the **Ivy Lee** agency. "For high-end retail store **Tenue de Nimes**, we organized a local collaboration with Converse. At the shop, consumers could watch pairs of **Converse** being transformed with a special dip-dye technique. This event attracted a long queue of denim and sneaker fans!"

PR events can target various kinds of audiences: end consumers, the traditional fashion press and 'prosumers' that sit between these two worlds, aka influencers. Sometimes this means organizing different events. Iwan proposes "a three-step recipe

for success: a local press event, an opening with plenty of added excitement and a blogger event that's out of this world". In other cases, one larger event can suffice: Nicola Antonelli, Web Project Manager at **Luisa Via Roma**, cites the biannual Florence4Ever event that attracts "a wide range of media, including bloggers and international influencers".

What about digital marketing? Antonelli reveals her key tools: "SEO and SEM through **Google** and other search engines for specific countries, such as **Baidu** for China, **Naver** for South Korea and **Yandex** for Russia; daily editorial content on social networks, mainly Facebook and Instagram; and display campaigns, geolocalized and customized for the specific user."

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HOME IS WHERE THE HEART IS

Tjitske Storm

RETAIL ENVIRONMENTS ARE TURNING INCREASINGLY DOMESTIC.
WeAr DRIVES THE TREND HOME.



yaya

With the global migration problems and geopolitical changes, home ownership is becoming a luxury, especially in big cities. At the same time, mobile technology enables people to be 'digital nomads'. The modern condition of longing for an intimate connection with a physical home is explored by fashion and lifestyle retailers who create retail spaces with cozy, domestic atmospheres.

London retailer **Selfridges** is adopting the trend with their concept 'Our House', a retail environment inspired by traditional farmhouses. Customers are invited to participate in activities such as potato peeling, sourdough bread making and grain milling, while the in-store pop-up entitled 'The General Store' provides home decor products designed by fashion-turned-homeware labels such as **Roksanda** and **Loewe**.

Dutch lifestyle brand **Yaya** creates concept stores and shop-in-shops around the globe with a true taste for home intimacy. Clothes and accessories are displayed in welcoming and comfortable settings that follow Yaya's 'there is no place like home' philosophy. **The Apartment by The Line** stores, with locations in New York and LA, use a similar concept: the space resembles a house with bedrooms, a bathroom and a kitchen, and everything that's on display, from furniture to clothes, is for sale. The multi-brand store **L'Appartement** in Tokyo takes another approach to the concept of home: high-end fashion designer collections are displayed in cozy nomadic dwellings, such as yurts and tents. The trend has lately been explored on the catwalk, too: at **Prada**'s A/W 2017 show, models walked between beds, sofas and ordinary lamps. So, when considering your next interior design theme, think about making your customers feel at home.

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DENHAM**THE UNSTOPPABLE JEANMAKER**

Founded in 2008, Amsterdam-based brand **Denham** has never stopped growing. Its seasonal collections are a result of extensive vintage research rooted in a love for authentic jeans. In less than 10 years, Denham has developed a global presence through its own retail, as well as working with wholesale partners, and ventured into numerous product categories, including knits, jerseys and kidswear. But this year its pace is particularly full on: it has just opened flagship stores both in Tokyo and in Shanghai, and is preparing to launch a new premium line.

The Shanghai store in the newly opened **HKRI Taikoo Hui** mall is the first in a wider rollout of Denham retail spots across China. "This is an incredible milestone for our brand," said Jason Denham, Chief Creative Officer and Founder, adding that he was "excited to enter the market and unlock Denham's growth potential [there]". The Tokyo store is located in Ginza and embodies the brand's passion for jean making. "Tokyo is one of the most inspiring cities in the world and Ginza is an incredible, vibrant neighborhood," remarks Denham. "Our new global flagship at Ginza Six is loaded with our DNA (...) We first introduced the best sewing and washing services, and now we've taken it a step further with a new drying service; it's like a theater for our consumers."

Finally, in November Denham will be launching a premium line called **Jason Denham**. Details to follow in the next issue of **WeAr** – stay tuned!
www.denhamthejeanmaker.com

BOMBOOGIE**EMOTIONAL INTELLIGENCE**

'Heritage' and 'emotion' are the perfect words to describe **Bomboogie**. Since its inception, the brand has been associated with utilitarian and military aesthetics in menswear and womenswear. 'Bomboogie' was the name of an American WWII bomber, also known as the B17. One of those planes took off for the last time in 1944 and disappeared under mysterious circumstances. Boombogie's brand name and logo symbolize the propeller that still keeps going. Nowadays the collections are designed, manufactured and distributed by the Italian company **Space 2000 S.p.a.**, founded in 1977 in Milan.

Urban chic is the key theme of the Autumn/Winter 2017-18 collection, created for men and women who seek casualwear that can also be worn for more formal occasions. Bomboogie's iconic outerwear has a decidedly modern vibe but is enriched with heritage elements. Parkas and ultralight down jackets are central to the men's collections. The women's offering includes a parka and down jackets too, paired with distinctly feminine touches, such as colorful furs.

Always on the lookout for new experiences, Bomboogie has recently embarked on a trip around the world. Its ambassadors, Guglielmo (a chef) and Cameron (a filmmaker), set off to discover the unknown in a tuk tuk, a three-wheeled motor vehicle often seen in India and Thailand. They left Milan 16 months ago; at the time of writing they were in Singapore, having traveled across Greece, Turkey and India. **WeAr** is looking forward to seeing what comes out of this trip when it's over!
www.bomboogie.com



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in collaboration with Joe Cruz. Meet them all on : community.whosnext.com

ALPHA TAURI



AlphaTauri was founded in May 2016. It creates apparel in the same spirit of dynamic innovation that is associated with its parent company, **Red Bull GmbH**. AlphaTauri's collections bridge smart textiles and fashion, rethinking established fashion themes.

The brand aims to set new standards for the clothes we live in and make them respond to the demands of modern life. The latest innovations include Taurex technology, used in T-shirts, jackets and other garments in the current collection, which increases blood oxygen levels and stimulates circulation, and NanoSphere technology, which literally makes rain and dirt roll off the surface of the fabric, keeping items dry for longer and requiring less washing. Alpha Tauri aims to only use high quality, cutting edge, scientifically sophisticated fabrics created together with partners such as **Schoeller Textil AG**.

Ever since its launch, the brand has sold in Red Bull store in Salzburg. Now it has also expanded its bricks-and-mortar presence to Graz in Austria and launched an online shop. Its current focus is on its B2B sales, which will start imminently. www.alphatauri.com

MEINDL

Meindl is a heritage label based in picturesque Bavaria. Originally a leather footwear manufacturer, the company's first retail outlet – shoemaker Petrus Meindl's store – was opened back in 1683. In 1949 the company started producing collections for wholesale clients, specializing in ski boots, work and mountaineering shoes. In 1955 a clothing line was added to the footwear collection; later, the brand expanded its production facilities to Austria and Italy.

Meindl has won multiple design prizes. Perhaps even more impressively, its shoes found their way to the top of Mount Everest, worn by Hubert Hillmayer during his ascent – an undisputable testimony to the quality and durability of Meindl's products.

These days, as well as producing its own line, the company creates and develops motorcycle gear for **BMW** as well as a fashion line for **Porsche Design**. The label's core competency clearly is leather, upholding the centuries-old tradition behind this family business. Markus Meindl points out: "For us, it is pivotal to know where and how the leather is tanned and dyed. More than ever, leather is a material that earns our trust and respect." The brand's goal is to create pieces that are timeless and seasonless, made to outlast the fast-paced society we live in and to be passed on to the next generation – in other words, true luxury that is discreet, quiet and exclusive.

www.meindl.de



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BALENCIAGA: SHAPING FASHION

Tjitske Storm

The latest fashion exhibition at the **Victoria and Albert (V&A) Museum** in London, titled '**Balenciaga: Shaping Fashion**', explores the work of the master of haute couture Cristóbal Balenciaga. The show's particular focus is on the 1950s and 1960s, the designer's most creative period that saw the invention of revolutionary shapes, such as the tunic, the 'sack', 'baby doll' and shift dresses. The exhibits include ensembles, dresses and hats made for socialites and famous icons like Ava Gardner, Gloria Guinness and Mona von Bismarck.

The three main sections of the exhibition are 'Front of House', which explores Balenciaga's salons; 'Work-rooms', which showcases behind-the-scenes visuals and documents; and 'Balenciaga's Legacy', which features the work of over 30 designers from the last 50 years, including **Emanuel Ungaro, André Courrèges** and **J.W. Anderson**.

In total, more than 100 garments and 20 hats are displayed, accompanied by archive sketches, patterns, photographs, fabric samples and extensive catwalk footage, which mostly comes from



the V&A's Balenciaga collection initiated by Cecil Beaton in the 1970s. For the first time, the V&A has partnered with artist Nick Veasey to create a special X-ray feature that exposes hidden details and structures that make Balenciaga's pieces so striking, such as strategically positioned dress weights and complex boning in the bodices. Digitized and animated patterns from three of the designer's most iconic pieces are another innovative feature of the exhibition, revealing how the cut fabrics come together in the final garment and demonstrating Balenciaga's mastery of material.

The exhibition is accompanied by a new V&A publication and a series of related events, courses and creative workshops.

Balenciaga: Shaping Fashion
V&A Museum, London
May 27, 2017 – February 18, 2018
www.vam.ac.uk/balenciaga

FASHION AFTER FASHION

Nia Groce

In collaboration with New York's **Finnish Cultural Institute** and **Parsons School of Design**, the **Museum of Arts and Design (MAD)** in New York has opened **fashion after Fashion**, an exhibit exploring a 'post-fashion' ideology. Six designer teams independently and collectively examine fashion across both design and art, seeking to diversify the term 'Fashion' (with a capital 'F'). The works presented in the exhibition question the greater potential of fashion for both the designer and consumer through topics including the myth of the individual star designer, short-lived and commodity-driven products, gendered dressing, ideal bodies and waste.

Designers represented in the exhibition embody a range of generations as well as fashion sectors, from couture to conceptual. **Eckhaus Latta**, a pair of New York designers influencing the underground fashion scene, do so by drawing from the real people, places and objects of the city, going beyond its fash-



In-betweens Surface 1, 2015, pigment print, Courtesy of ensæmble

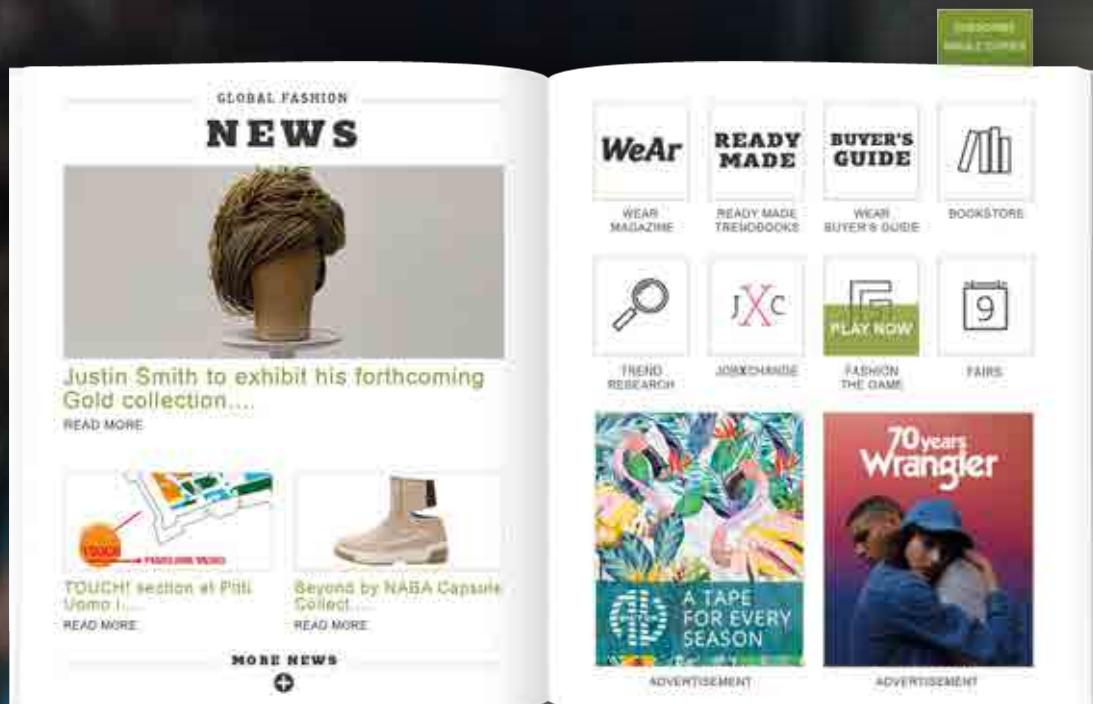
ion capital credo. There is also **Henrik Vibskov**, the Scandinavian designer whose garments emphasize the relationships between body and movement, and whose shows reimagine complex realms. **Lucy Jones** taps into inclusivity by designing for body types typically neglected by the wider fashion industry with her 'Seated Collection' for self-propelled, seated disabled people. Rounding out the exhibit are **Ryohei Kawanishi, SSAW** and **ensæmble** who present new perspectives on contemporary fashion.

Co-curated by Hazel Clark and Ilari Laamanen, fashion after Fashion is a part of MAD's series entitled 'The Art and Craft of Getting Dressed', featuring three exhibitions that explore fashion practices through culture and critical thinking.

fashion after Fashion
April 27, 2017 to August 7, 2017
The Museum of Arts and Design, New York
www.madmuseum.org

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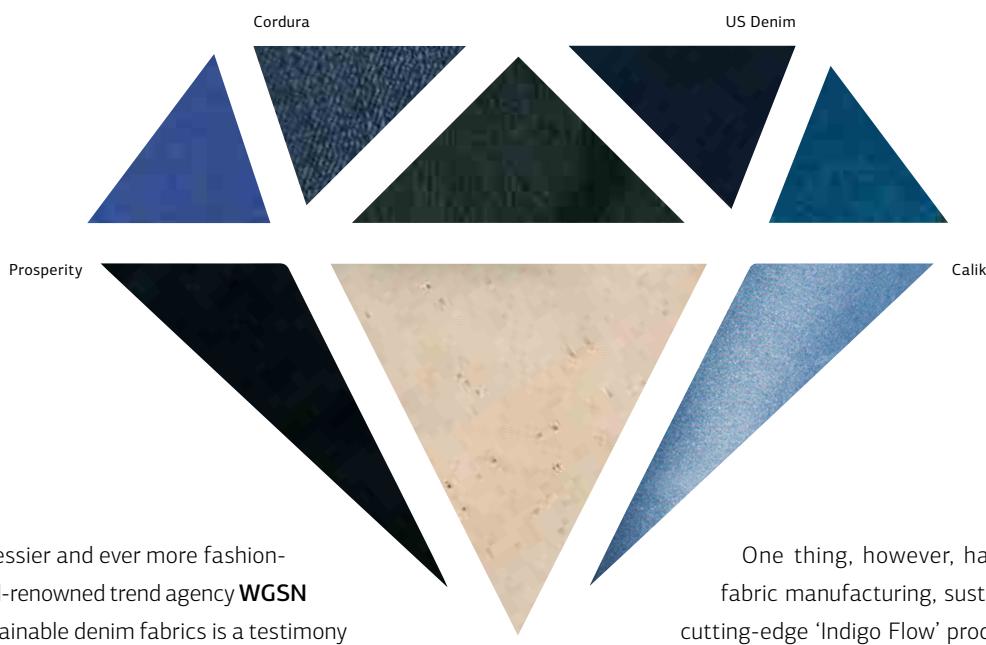
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A/W 18: UTILITY GLAM



For A/W 18, denim is getting dressier and ever more fashion-oriented. The very fact that world-renowned trend agency **WGSN** has launched its own line of sustainable denim fabrics is a testimony to this. This line draws on Eastern influences, transeasonal layering and modern classics – all key high fashion trends predicted for A/W 18/19.

Prosperity focuses on the new black color denim and the equally new 'HI-LUX' coating with a luxurious sheen – all very glam. The unique black shade is achieved using Archroma's sulfide-free sulfur dyes and is crisp and clean. At **Calik**, the new line (aptly titled 'Red Carpet') includes a group of show-stopping fabrics made with metallic yarns and a range reminiscent of 1980s disco trousers that maintains its shiny look after washing. New colors at **US Denim** include Rust Black, which starts off as black but develops a rusty-brown patina after a few washes; Snow Black, a black shade that washes out quickly to leave crystal white where scraped, and Green Castle, which changes from green to deep blue when washed.

The other A/W 18 trend in denim is utilitarian heritage. The **Cordura** brand's 'Re/Mastered' collection is inspired by iconic 20th century utility silhouettes and features garments curated by the Paris-based **Monsieur-T.** design studio. Points of reference include a 1940s-style Belgian army mechanic's coverall, a classic 1960s Dutch utilitarian field jacket, a 1920s French workwear pant, a fireman's jacket and a German brewery apron. The fabrics in this range also include a heavy-duty, indigo blue, specially engineered denim, a vintage-inspired red-edge selavage denim and a canvas.

Orta has created another collaboration with the London-based **Vintage Showroom**, resulting in two capsule collections: 'Speed Stars', inspired by biker clothing from the 1950s and 1960s, and 'Free Fall', which reinterprets original parachutist gear. Calik, too, is reinventing the raw, vintage aesthetic in its 'Denovated' concept, which provides an authentic look with rigid and power stretch. US Denim's 'Herit-Edge' line offers a selavage denim look enhanced with the latest technologies, such as CoolMax, Thermolite and ToughMax, and the 'SelvEdgeX' line, developed in collaboration with **Invista**, uses fabrics from the cherished collection of antique selavage looms but with Lycra Xfit technology embedded for freedom of movement.

One thing, however, has not changed: when it comes to fabric manufacturing, sustainability is still key. Orta utilizes its cutting-edge 'Indigo Flow' process, which combines 'Reserve Flow', an advanced indigo dyeing method that uses up to 70% less water, and 'Clean Flow', which employs an organic reducing agent, generating cleaner waste water with 60% less BOD (biological oxygen demand) and 60% less COD (chemical oxygen demand).

Prosperity is using its 'DyStar' pre-reduced indigo technology in a continued effort to contribute to a cleaner environment. The brand's 'Carmine Blue' and 'Iro Blue' washes – both part of the 'Sweet Indigo' family – are growing in importance as they ban the use of hydrosulfite and use organic dye additives to develop the shade.

And Cordura, which is celebrating its 50th anniversary by collaborating with a variety of companies, has produced a range together with **DuPont Tate & Lyle Bio Products**, whose Susterra propanediol durable coatings and waterproof, breathable membranes are manufactured through a fermentation process using renewably sourced plant-derived glucose. This manufacturing method also produces 50% fewer greenhouse gas emissions and consumes 42% less nonrenewable energy than equivalent petroleum-based diols.



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COLOR TRENDS

A/W 18-19



Exclusively for **WeAr** readers, the team at **ready-made** has analyzed new color schemes in A/W 2018-19 fabric collections and found six emerging themes.

TENDER

Joyful and mild pastels are at the heart of this palette. Feminine rose tones coupled with pastel yellow, green and blue are juxtaposed with masculine shades, such as Midnight Navy and Lead. Light-hearted pastels constitute a carefree, childish mood, while dark and foggy blue shades balance out their sweet qualities.

URBAN POP

Masses of concrete and stone (here reflected by light gray) and the ubiquity of dark, dull asphalt (here reflected by dark gray), characteristic of urban environments, meet rainbow-like explosions of radiant color. Strong neutrals like Oyster Mushroom or Odyssey Gray tame the energy of radiant pop hues and set them off in a sophisticated way.

ELEMENTAL

The blue and sand color combination is a timeless winner, reflecting the harmony of the elements: earth, water, air and fire. The range of blues, from light and transparent to dark and opaque, stands for air and water. Blue is traditionally seen as spiritual and ethereal. Earthy colors (this season represented as stone and sand shades), on the contrary, suggest solidity and homely comfort. Together, these colors offer a sense of calm and harmony.

CRYPTIC

Everyone loves a mystery – remember the treasure hunts and riddles we got so excited about as children? Black and dark greens, reminiscent of eerie forests, carry a sense of the mysterious. The neutral and gray part of this color theme reflects the wish to be invisible and inconspicuous, to merge with the background. This is where camouflage comes into play, too.

Violet nuances refer to the hidden power of codes and signs that wait to be deciphered. Spectra Green and Antique Moss are the key symbols of modern-day encryption.

INTIMATE

These colors are very close to all of us: they are reminiscent of human skin tones, ranging from paleness to the deepest black. Skin is the interface between us and the world. It is also a communication tool: from blushing to goosebumps, it reflects our feelings, and also highlights and enables our sensations. This palette is sensual, intimate and cozy. The addition of Granite Gray intensifies its delicate warmth.

POWER GLAM

Shiny Silver and Gold, sparkling white, energetic orange and passionate red are the ingredients of the Power Glam scheme. Connoting wealth, luxury, passion and drama, they add a dash of glamor. Red and gold stand for love and riches, but also for pain and power. This theme plays with the balance of true and false, good taste and bad taste, shady characters and high society. Think 1970s, the rise of disco and hip-hop, and Andy Warhol's '15 minutes of fame'.

Trend agency **ready-made** develops color trends of the future exclusively for **WeAr**. Read about these trends in more detail in the **ready-made** color books, available at www.wearglobalnetwork.com/readymade





DENIM HAS AND ALWAYS WILL
HAVE A SPECIAL HANDPRINT
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IN TIMES OF SOCIAL CHANGE
JEANS MATTER

ORTA ANADOLU
AW18/19 COLLECTION

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Liebeskind Berlin

LIEBESKIND BERLIN

CHARITY BAG

Liebeskind Berlin, known for its leather bags as well as its ready-to-wear line, has created a new 'Charity Bag' together with MTV presenter Wana Limar. The proceeds from its sale are going to 'Visions for Children', a charity that facilitates education for children living in poverty. The bag is a minimalist clutch in saffron yellow with a red inlet made from high-quality leather. It was launched shortly before Morgan Diguerher joined the brand as a creative director. Previously a creative director for accessories at **Diane von Fürstenberg**, he has also worked with **Zadig & Voltaire**, **Repetto** and **See by Chloé**. www.liebeskind-berlin.com



Lotto Leggenda

LOTTO LEGGENDA

'TOKYO WEDGE W'

There are trends that come back to influence our lifestyle because they embody the values of an imperishable style. In perfect tune with **Lotto Leggenda**'s DNA we see the comeback of the 'Tokyo Wedge W'. Often associated with the most famous fashion bloggers, it has proven to be a terrific success thanks to its trendy color and fabric combinations as well as its unique outsole that gives the wearer an energy boost. There are seven styles that combine leather with animal prints and woven textiles, in addition to metallic and suede styles enriched with wrinkled textile, silk or python.

www.lottoleggenda.it



Tommy Hilfiger

TOMMY HILFIGER

S/S 18 HIGHLIGHTS

Tommy Hilfiger's S/S 18 'Hilfiger Edition' pays homage to the brand's menswear heritage with time-honored classics reimagined using premium fabrics and luxurious detailing. The collection will be shown at **Pitti Uomo** where the installation will feature digital sales platforms and visual merchandizing fixtures, including the brand's Digital Showroom. Further, the company is continuing its collaboration with model Gigi Hadid, who will continue to co-design the 'TommyXGigi' collections for another two seasons. "The [collaboration] and our TOMMYNOW 'See Now, Buy Now' global runway platform are driving the strong momentum behind Tommy Hilfiger Womenswear," said Daniel Grieder, CEO, Tommy Hilfiger Global and PVH Europe. www.tommy.com

COTERIE

EXPANDING THE OFFER

This September, Danielle Licata, Show Director of **Coterie**, aims to expand the show offerings, challenging boutiques and ready-to-wear stores to expand their portfolios and introduce beauty, apothecary, home and giftware to consumers. Coterie, the premier destination for contemporary and designer apparel, accessories and footwear for women, is recognized as the platform for generating revenue and inspiring trends. Held at the Javits Center in New York on September 17–19, 2017, with partnerships to be announced this summer.

www.ubmfashion.com/shows/coterie

GAP

VIRTUAL DRESSING ROOM

Gap unveiled a new pilot app – 'DressingRoom' – at this year's **Consumer Electronics Show** in Las Vegas. Created in partnership with **Google** and **Avametric**, it enables customers to virtually 'try on' clothing after creating a 3D body model based on the user's entered height and weight. Currently, DressingRoom is exclusive to Google Tango-enabled devices. However, Gil Krakowsky, VP Global Strategy and Business Development at Gap, explained that the app is just one part of Gap's long-term strategy in technology.

www.gapinc.com

GUESS

AMERICAN DANDYISM

Newly repositioned as **Marciano Los Angeles**, the higher-end line of **Guess** offers unexpected combinations of bold colors, refined textures and shiny metallic details in its A/W 2017 collection. For the first time, the looks can be completed with a brand new range of accessories. Meanwhile, the A/W 2017 collection by **Guess Jeans** channels a New Americana vibe, influenced by street art and the clubbing culture for women and a dandy spirit for men: think damask prints in deep shades of red or gray, luxurious velvet and silky shine fabrics.

www.guess.com

RED CARPET
Dazzling Denim



CALIKDENIM
www.calikdenim.com



Alberto

ALBERTO HIKING LINE

Activewear has lately become an important fashion segment. This is why **Alberto**, the German trouser specialist that combines design, luxury and comfort with functionality, is more relevant now than ever before. The brand has been creating bike and tennis gear, as well as golf collections, for years, and knows how to make a garment that is wearable at any time of the day, in any country and in any climate. Its latest sportswear addition is a special hiking line that is launching for S/S 18. The collection will consist of three pieces that are all highly functional, durable and smart, so keen hikers can be dressed to the nines whilst ascending or dining atop a mountain.

www.alberto-pants.com



Stone Island

STONE ISLAND PROTOTYPE RESEARCH SERIES 2

A cutting-edge innovator, **Stone Island** has presented its limited edition (only 100 pieces) Prototype Research Series jackets at **Tortona Design Week** in Milan. The series, launched in 2016, features garments in groundbreaking fabrics and/or treatments that have not yet been industrialized. The latest edition proposes jackets made of 'Dyneema', a super-light yet extremely tough fiber with increased tear, puncture and abrasion performance. Stone Island has engineered a ready-to-dye version of the fabric by bonding it to an exclusive performance membrane with an ultra-light nylon backing. Unsurprisingly, the 100 pieces sold out within the first day.

www.stoneisland.com



La Martina

LA MARTINA #LMPOLOSTORY

La Martina promotes the one-time elitist polo sport beyond its usual aristocratic circles and to a wider audience. The brand's latest storytelling project, **#LMPolostory**, combines social media and traditional communication methods in unveiling a polo player's everyday life. To enable it, La Martina has invited key digital influencers on a journey of polo games with stopovers in Milan, London and Dusseldorf. This project highlights La Martina's aim to stand out from the crowd and promote fashion in an authentic and engaging way.

www.lamartina.eu

LVMH MULTIBRAND E-SHOP

The world's biggest fashion and luxury goods group, **LVMH**, has announced the launch of its multilabel online store, **24 Sèvres**, in June 2017. The name derives from '24 rue de Sèvres', the address where the world's first department store **Le Bon Marché** – now also owned by LVMH – is located. Featuring fashion, beauty and travel brands, the e-tailer will sell collections by the group's own labels, such as **Dior**, **Fendi** and **Louis Vuitton**, as well as other designers, including **Prada**, **Maison Margiela** and **A.P.C.**

www.24sevres.com

TAKE AWAY NEW RETAIL CHAIN

Take Away, a new medium segment department store chain created by the powerful retail developer **Tashir Group**, has recently debuted in several shopping centers in Moscow, Russia. The concept includes a gastro-fast-food joint, a bookstore and a children's playroom, as well as a number of stores by both Russian and international labels, such as **Scotch & Soda**, **Wrangler**, **Diesel**, **Clarks**, **Ben Sherman**, **Sultanna Frantsuzova**, and many more.

www.tashir.ru

www.takeaway-shop.ru

HEINZ BAUER MANUFAKT RED BULL COLLABORATION

German leather specialist **Heinz Bauer Manufakt** has created a flight jacket for Flying Bulls, **Red Bull**'s aviation fleet. Made of high-end 'Testa di Moro' calf leather, it features a radial engine print on the lining, which is equipped with antibacterial and anti-odor silver as well as Red Bull's Taurex fabric. The jacket has functional details for pilots, such as a removable collar, an inside pocket for navigation equipment or iPads, a sleeve cuff with an opening that enables the wearer to check his or her watch easily and a sunglasses holder. The jacket will be available on Red Bull's and Heinz Bauer Manufakt's sites and in select stores.

www.heinzbauer.com

www.redbull.com

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Bogner

BOGNER

AROUND THE WORLD

Bogner took inspiration for its S/S 17 collections from traveling. The womenswear line by **Sônia Bogner** reflects on travel souvenirs; the **Fire + Ice** collection focuses on the outdoors, **Bogner Sports** on the French Indies, and the brand's menswear draws on trips around Cape Cod and Martha's Vineyard. It is all too fitting a theme for a company that is venturing forward at a pace: with a new Director of International Sales, Konstantinos Balogiannis, who previously worked for **Tom Tailor** and **Hugo Boss**, Bogner is anticipating new developments in North America and the EMEA region.

www.bogner.com

FYNCH-HATTON

B2B AND ANNIVERSARY

Just in time for its 20th anniversary, German label **Fynch-Hatton** is launching its B2B Shop, expanding the brand's digital presence. The S/S 18 collection, inspired by the Oscar-winning movie 'Out of Africa' and featuring men's knitwear, shirts, sweats, polos and T-shirts as well as an outdoor collection, denim and men's jackets, will be the first to be digitized. Retailers can then buy the collection via an app on their iPad. The B2B Shop is a comfortable way for clients of the brand to see the available stock for each style and order accordingly.

www.fynch-hatton.de



Joop!

JOOP!

MEETS CANDIANI

Joop! Jeans teamed up with **Candiani**, one of Italy's most innovative denim weavers, to create a unique and personal capsule collection. Several Candiani staff members each received a pair of raw denim jeans and wore them at work for six months. Each pair thus ended up with individual patterns created through wear and tear, depending on the lifestyle, occupation and body movements of each worker. Joop! then transferred these unique designs onto three classic five-pocket, slim-fit models, naming them after Candiani's employees: this is collaboration taken one step further.

www.joop.com

WHO'S NEXT

S/S 18 INSIGHTS

"The evolution of connectivity, both real and virtual, is driving the Kinship trend – which focuses on a growing sense of community, cultural sharing and breaking boundaries," says a spokesperson for the **Who's Next** and **Première Classe** trade shows when musing on the coming season. Advice for retailers embarking on S/S 18 buying? "Create a welcoming feeling in the store; be always on the lookout for new products and brands that can fuel curiosity and attract new consumers for designers who have a real creative statement: rarity is very precious, so the customers want something that no one else has."

www.whosnext-tradeshow.com

www.premiere-classe.com



Amsterdam Blauw by Scotch & Soda

SCOTCH & SODA

THE TRAVELER'S CLOCK

For S/S 18, **Scotch & Soda** is inspired by brave solo travelers, particularly by the story of Robyn Davidson who trekked alone from the middle of Australia to the West Coast in the 1970s. In the women's collection, faded batiks, dark florals, crinkled checks, Moroccan blanket-inspired styles and geometric patchworks create a nomadic vibe. The brand's **Amsterdam Blauw** denim line carries a wanderlust edge, too: oriental patterns, Japanese calligraphy elements and kimono silhouettes are mixed with indigo washes inspired by Delftware ceramics.

www.scotch-soda.com

HUDSON

NEW PRESIDENT

Differential Brands Group Inc., the global consumer brand group comprised of **Hudson Jeans**, **Robert Graham** and **SWIMS**, announced Matthew Fior's appointment as President of Hudson Jeans in April. Prior to this, Fior was a Chief Merchandising Officer at **Lucky Brand**, re-establishing the brand's consumer targeting and cultivating relationships with existing and new accounts. He also worked at **Levi Strauss & Co** and **Gap, Inc.** Peter Kim, Founder and Vice Chairman of Hudson Jeans, commented: "I'm excited that Matthew has joined the company and believe his excellent track record will be invaluable as we execute our strategic growth plans."

www.differentialbrandsgroup.com

www.hudsonjeans.com



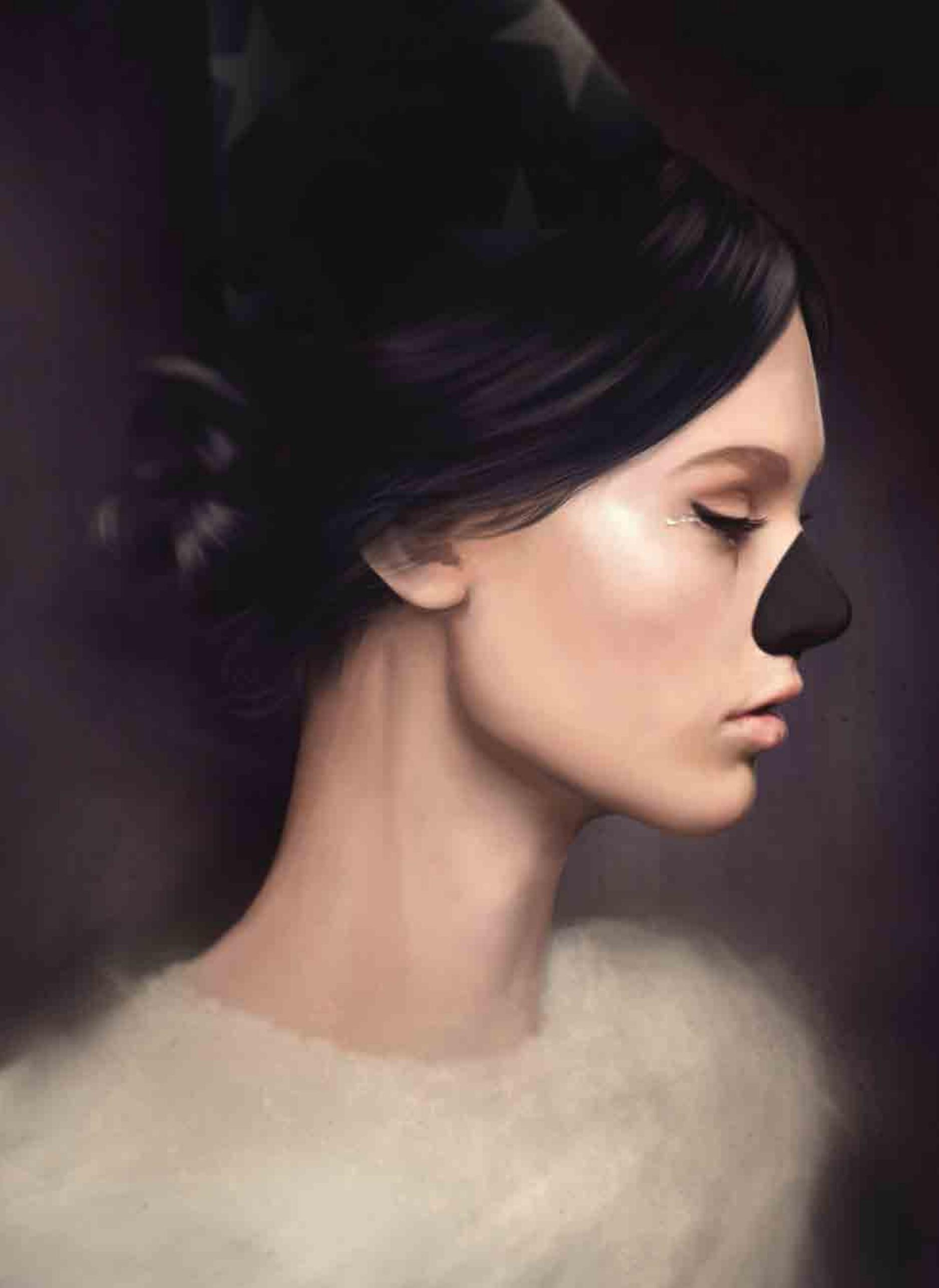
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www.prosperity-textile.com





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www.aizel.ru

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Brands: 3.1 Philip Lim, Alena Akhmadullina, Ann Demeulemeester, Christopher Kane, Daria Bardeeva, David Koma, Fausto Puglisi, Giambattista Valli, Haider Ackermann, Lanvin, Luda Nikishina, Marc Jacobs, MSGM, Mugler, Reebok, Rick Owens, Simona Rocha, Stella McCartney, Valentino, etc.











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408, Apgujeong-ro | Gangnam-gu | Seoul | Republic of Korea

Mon-Sun 11 am – 8pm

Phone: +82 2 543 1270

en.ssfshop.com/beaker

Interior design: 'Junkyard Project' by Samsung Fashion

Brands: Aeka White, Aspesi, Barena, Buoton, Castaner, Closed, Current/Elliott, Danton, En Route, Fatima Morocco, James Perse, Kuro, Lovlov, Maison Kitsuné, MSGM, Nonagon, Poler Stuff, Rag&Bone, Recto, Rude Gallery, Stereo Vinyls Collectiion, The Editor, Thisisneverthat, etc.











BRAUN HAMBURG



Kaisergalerie | Große Bleichen 27 | 20354 Hamburg

Mon – Fri: 10h – 19h | Sat: 10h – 18h

Phone: +49 40 33 44 70

www.braun-hamburg.com

Interior design: Blocher Blocher Partners

Brands: 04651/, Balenciaga, Bottega Veneta, Brioni, Brunello Cucinelli, Canada Goose, Caruso, Dries van Noten, Ermenegildo Zegna, Etro, Handstich, Jacob Cohen, Loro Piana, Marc Jacobs, Moncler, Neil Barrett, Oliver Peoples, Santoni, Tom Ford, Valentino, Weber und Weber, Woolrich, etc.

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Phone: +972-3-7171524 | info@comme-il-faut.com

www.comme-il-faut.com

Interior design: Tal Rosenfarb

Brands: Comme il faut, Faliero Sarti, Moma, Numero 10, Officine creative, SHOTO shoes, etc.







MARIE SAINT PIERRE



2311 NW, 2ND Avenue | Wynwood, Miami, FL 33127 | USA

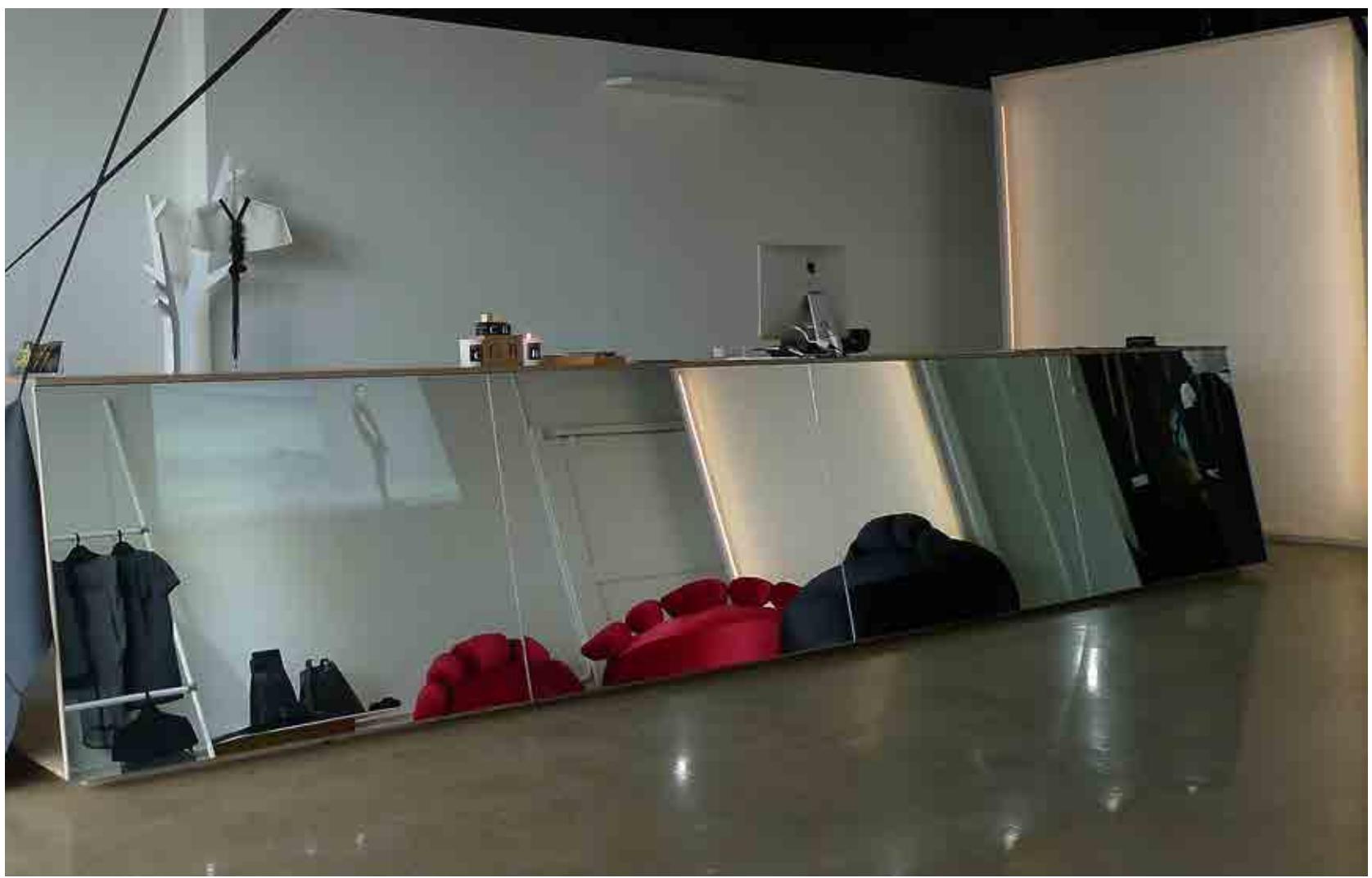
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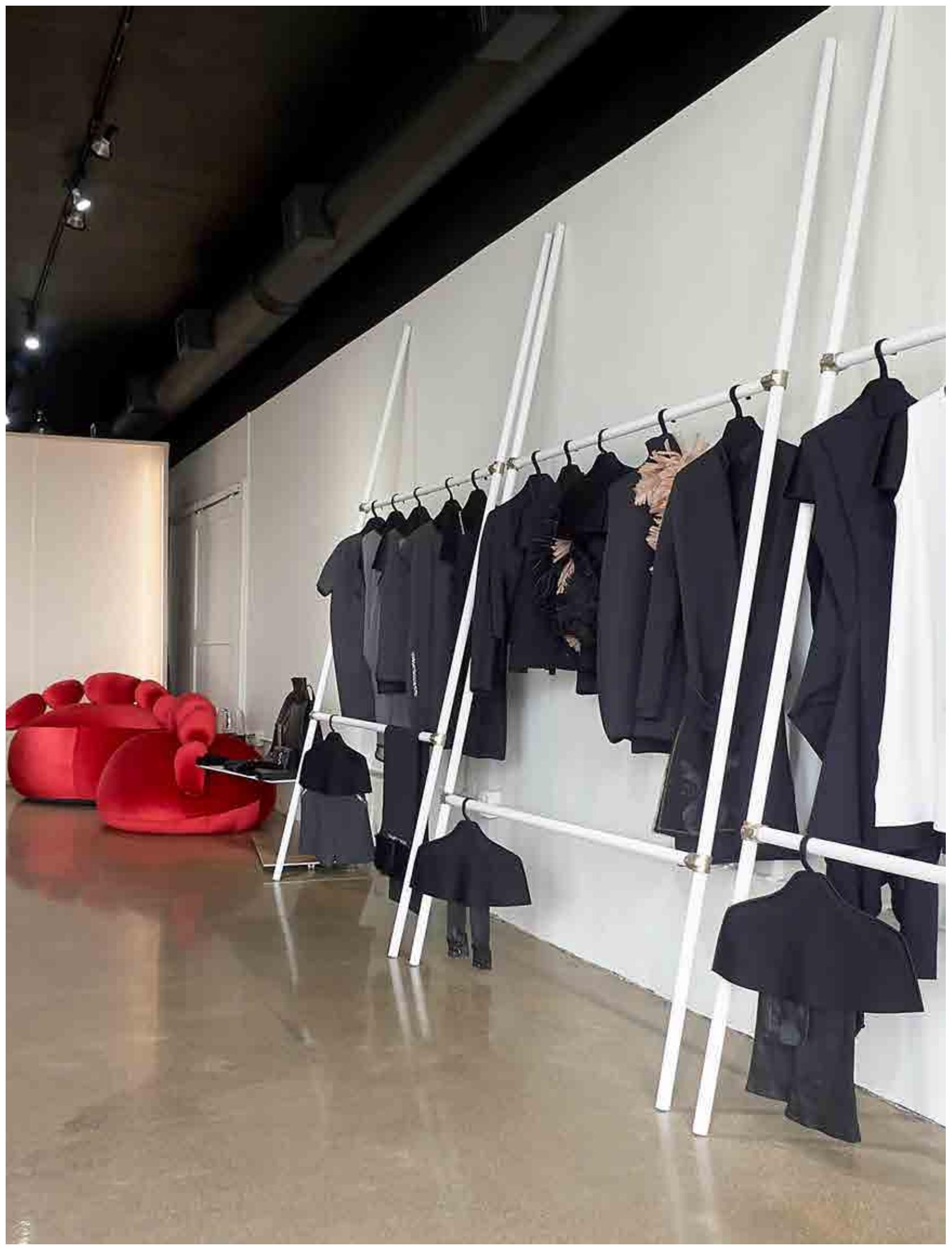
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www.mariesaintpierre.com

Brands: Marie Saint Pierre







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5, rue Houdon | 75018 Paris | France
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Phone: +33 1 42 51 29 87 | Mail: info@paperdolls.fr
www.paperdolls.fr/le-concept

Interior design: Agence Avous, Solène Héry

Brands: Aeschne, Ambrym, Claudia Paz, Gaëlle Barré, Karine Jean, LadyLou, Les Nguyen, Lisa Pearl, Nicole Van Dyke, Phalaenopsis, Séverine Personeni, Betty Gabrielle, Cuisine Française, Emmanuelle Biennassis, Virginie Mahé, Ellips, Lolotte Vintage, Mélyne Roi, Nicole Van Dyke, RoseMarySuzy, etc.



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Dressing





PENDULE VIA BUS STOP



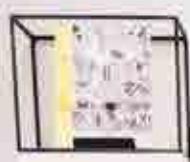
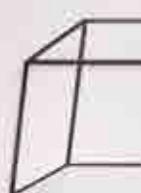
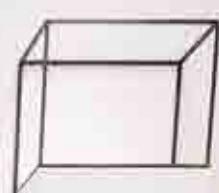
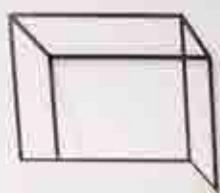
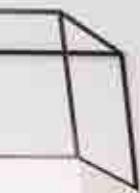
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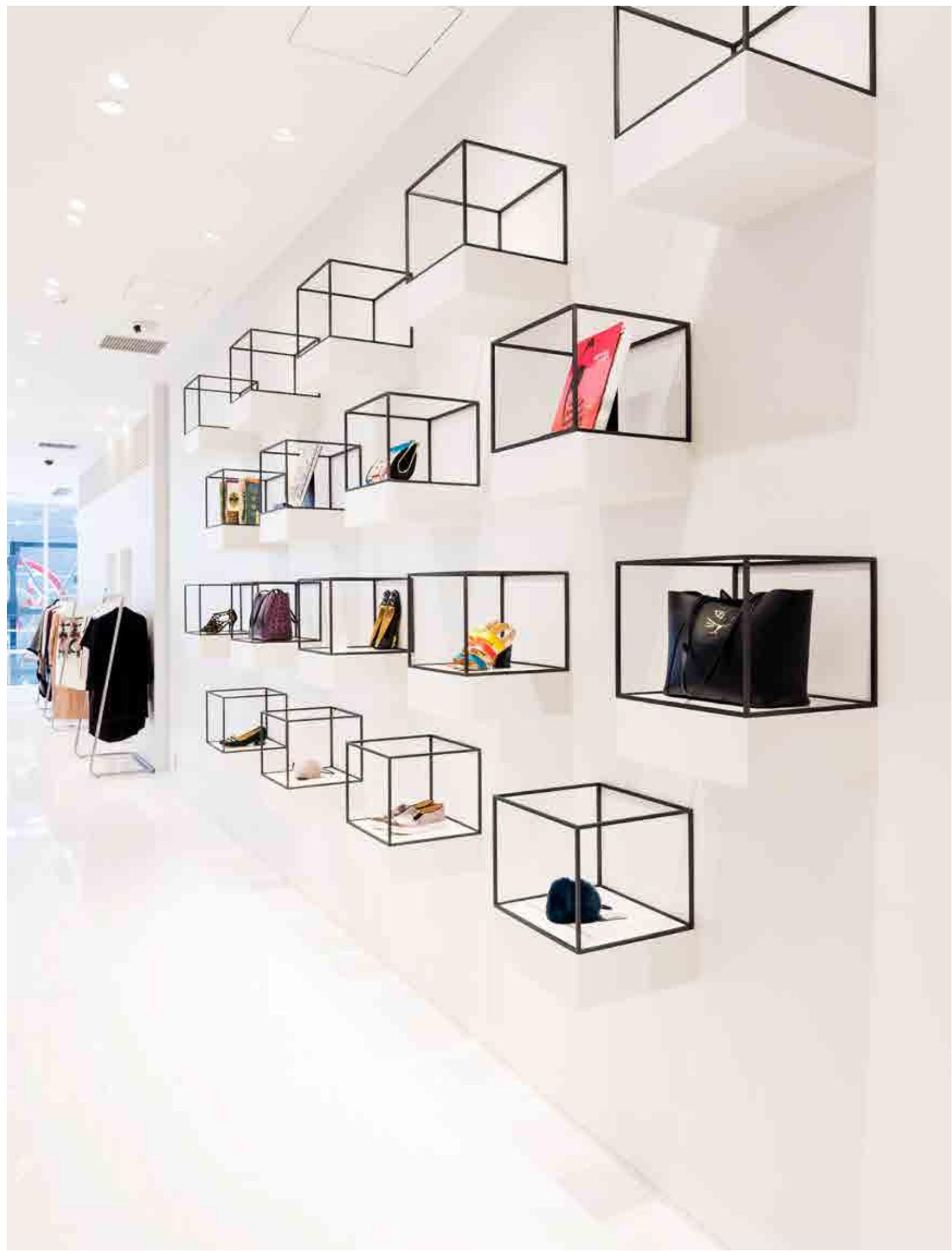
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www.pendule.jp

Brands: Bernhard Willhelm, Jil Sander, Jil Sander Navy, Marni, McQ Alexander Mcqueen, Rochas, Sophie Hulme, Valentino, Veronique Branquinho, Zero+Maria Cornejo, etc.







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Piazza Risorgimento 8 | 20129 Milan | Italy

Mon-Sun 10am – 7pm

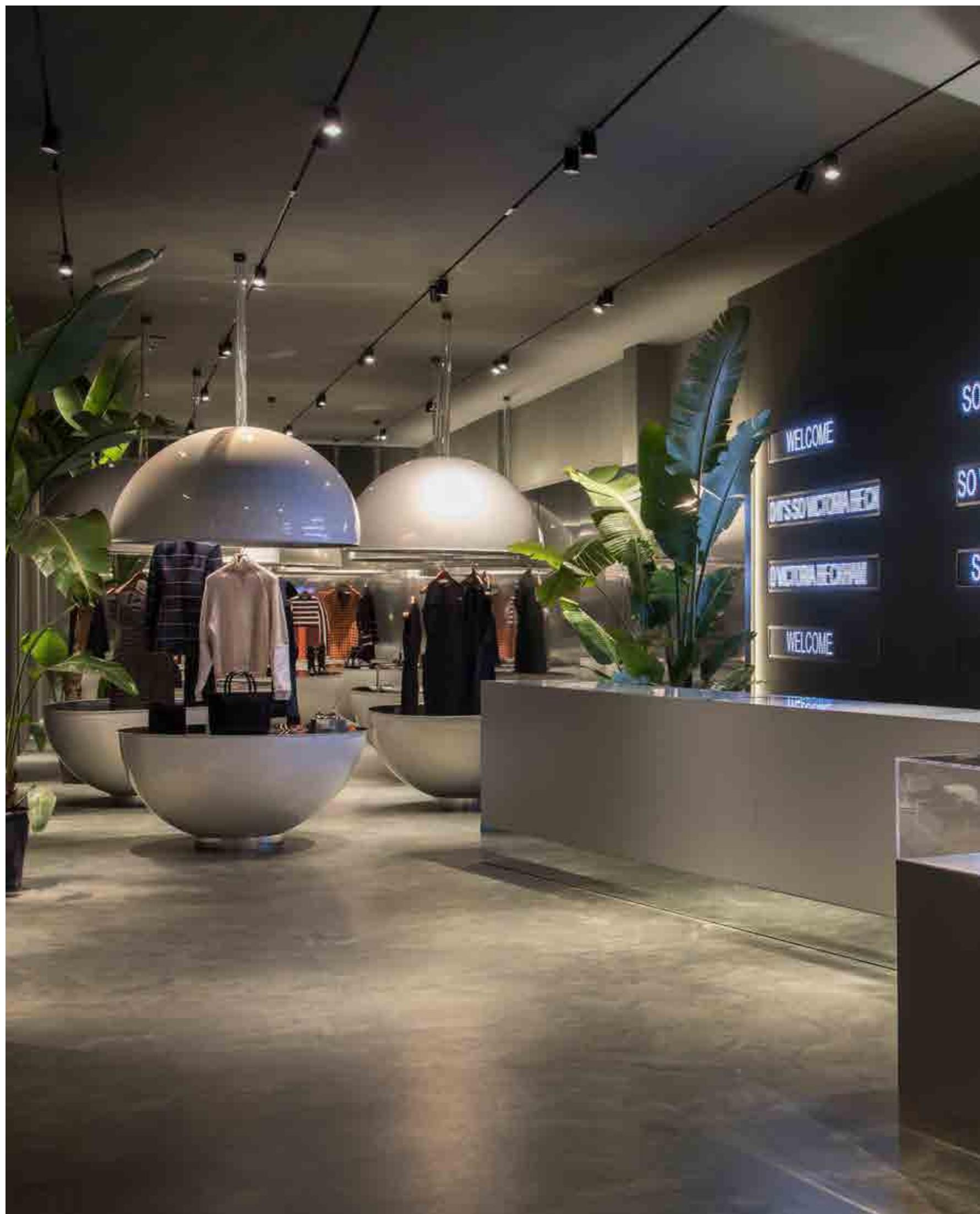
Phone: +39 02 45 49 78 39 | Mail: info@milano.so

www.milano.so

Interior design: Baciocchi Associati

Brands: Calvin Klein Jeans, Chiara Ferragni, Jeremy Scott, JW Anderson, Victoria Beckham, etc.













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Krisztián Tejföl is a self-taught Hungarian painter and photographer, focussing on classical portraits. His works reveal the darker side of life, exploring emotions such as melancholy, depression, sorrow and loneliness. He skilfully portrays these feelings behind the facades of strong, beautiful women. Often their faces appear incomplete. Tejföl's works carry hints of surrealism, usually particularly visible in the details around the models' eyes. All of Tejföl's portraits balance between realism and its deconstruction. Whilst firmly rooted in classical art, they also probe the boundaries of digital painting, creating traditional-digital hybrids.

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