

MENSWEAR LABELS TO WATCH



JONATHAN SCARPARI

Italian-Brazilian designer **Jonathan Scarpari** founded his eponymous label in 2013. A chemistry graduate from Porto Alegre, his first encounter with the design world happened while he was working as a personal assistant for independent Brazilian designer **Helen Rödel**. In 2014, he moved to Milan to study at the Istituto Marangoni and soon presented his collection at **Dragão Fashion Brazil**.

Scarpari's academic background is a source of inspiration for his experimental work. The human body, chemical structures and science in general, along with serial numbers and codes, are his main reference points. His conceptual essentials feature innovative leather treatments, unique textures and handmade processes. The label's leitmotiv is a three-dimensional interlacement inspired by a chemical molecule. It is a recurring element in the latest collection that includes Murano glass details reminiscent of test tubes in chemistry labs. Scarpari presented his collection during the last Milan Fashion Week and is beginning to build his brand's retail presence.

www.jonathanscarpari.com



PALMIERS DU MAL

Founded in 2016 by Shane Fonner and Brandon Capps, **Palmiers du Mal** is a modern luxury resort brand based in New York City. Drawing from the spirit of the Baudelairean flâneur – a sophisticated, leisurely man who wanders the streets observing city life – the brand seeks to create a sense of louche unhurriedness using sumptuous, lush fabrics. Palmiers du Mal has seen several seasons of ready-to-wear, garnering praise in leading fashion publications such as *Vogue* and *The Cut*. It is currently sold on **Garmentory.com**, an online e-commerce platform for brick-and-mortar brands and shops, and **The Ensign**. A brand that draws inspiration from the debauched and the exotic, Palmiers du Mal utilizes fabrics such as silk, velour, velvet, cashmere, African mud cloth and faux fur. Shirts retail at 300–700 USD, while robes and coats range from over 1,000 USD. The brand has also put out a graphic T-shirt capsule collection, with prices at around 60 USD.

www.palmiersdumal.com



HERON PRESTON

Heron Preston is a San Francisco-born fashion designer, artist and DJ. A graduate of the Parsons School of Design, he has worked with the likes of **Nike** and **Kanye West** before launching his own label during Paris Men's Fashion Week in 2017. He debuted with 'Uniform', a collaboration with the Department of Sanitation of New York, featuring eco-friendly clothes and accessories. Passionate about innovative streetwear and post-internet youth cultures, the designer focuses on practical but very strong pieces: bold logo T-shirts, tracksuits, sweatshirts and hoodies. The brand's most iconic must have? A stretchy turtleneck body embroidered with Cyrillic letters that say 'style'. The A/W18 collection revealed some beloved carryover styles along with some printed down parkas, rhinestone-embellished denim jackets and faux-fur coats, rendered with Preston's signature vibrant orange accent. The brand is stocked at **Barneys New York** (US), **KM20** (Russia), **SSENSE** (Canada) and **Antonioli** (Italy) to name but a few.

www.heronpreston.com