



BESTSELLER SPECIAL

# SHOWROOM MARCONA3

MILAN, ITALY AND PARIS, FRANCE



Piero Tordini

Showroom Marcona3 is a multi-label showroom with offices in Milan and Paris. It handles worldwide distribution for international fashion brands across a range of categories: from ready-to-wear to accessories and shoes. Marcona3 work with some of the most renowned labels in the world and have built a reputation on ensuring their clients' brand values and aesthetics are appropriately represented in stores and translated across all media channels.

[www.marcona3.com](http://www.marcona3.com)



Represent



## STYLES AND PRODUCT CATEGORIES

- \* Street style is now more than just casual clothing with an edge; it expresses an ever-growing cultural phenomenon
- \* Down jackets will be the coolest items to wear all year round, especially if they are oversized
- \* Outerwear will be a strong focal point of every look from next season, including sheepskin jackets and furs, even for men
- \* Hoodies, sweaters and technical clothing

## COLORS

Even though I believe that 'black is the only color', this upcoming season I have seen a massive comeback of vivid hues, with my favourites being red, emerald green and purple (even in menswear).

## BRANDS

- \* **GCDS:** in just a couple of years, they've literally dominated the street-style scene!
- \* **Represent:** a bunch of guys from Manchester, building a great reputation season after season with the coolest collections
- \* **IH NOM UH NIT:** this year's phenomenon!
- \* **Billy:** watch out for this, it's going to be one of the biggest surprises next season!