

BESTSELLING STYLES, COLORS AND BRANDS

FOR THIS BESTSELLER ISSUE, **WeAr** HAS ASKED RETAILERS FROM AROUND THE WORLD TO TELL US WHICH ITEMS AND LABELS THEY EXPECT TO HAVE THE HIGHEST SELL-THROUGHS IN A/W 18



RUTH GOMBERT
CEO, SOIS BLESSED, MUNICH, GERMANY

Our store thrives on the effortless compilation of exciting items. We are lucky to have 20 large shop windows to play with, so we can renew the looks on a regular basis.

Our bestsellers include our own collection **Sois Blessed**; cashmere from **Sminfinity**; leather goods by **DROMe** and **Áeron**; dresses by **Albino Teodoro** and **Mykke Hofmann**; blouses by **SLY010** and **Erika Cavallini**; prints by **milkwhite**; denim by **Dawn Denim**; shoes by **Gia Couture**, and bags by **Joseph & Stacey**.

In terms of brands, what's really important for us is that they share our and our customers' attitude and values. They might come from a charity background, be committed to a social cause, sustainability or sustainable thinking. The profits from the sale of our own Sois Blessed collection, for instance, go towards supporting a school for HIV-infected children in South Africa. We are particularly fascinated by brands that are still unknown in Munich, and up-and-coming designers generally. We feel that the shoppers who come to us are hungry for new and fresh names that implement innovative ideas.

www.soisblessed.com



LOUIS WONG
MENSWEAR SENIOR BUYING MANAGER,
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Key trends: tailored garments mixed with utility details; Parisian Teddy Boys – with a British heritage vibe and a Parisian style of layering – and future Asian heritage, with many Asian designers showing abroad and making their histories and cultures relevant again: made-in-China is being redefined.

In terms of colors, fiery red, ultraviolet and golden olive will be key. Red is the color of passion, key to the fight against androgyny. It is also a lucky color in Asian culture. Ultraviolet is the futuristic, cyber-fantasy color, suitable for a world where virtual reality is so important; and olive is reminiscent of vintage workwear and Asian heritage garments.

Bestselling styles will include Glen plaid overcoats, oversized merino wool sweaters, and glossy finish down parkas – the latter is a strong trend this season and will go well with tailoring. Brand-wise, I expect an impressive performance from **Sean Suen** who mixes Chinese heritage with Western tailoring, **Pronounce**, who use techno finishing in their loose tailored pieces, and **Ami**, which is easy to mix and match in a contemporary man's wardrobe.

www.magmode.com