

# BUSINESS TALK



Fynch-Hatton

## FYNCH-HATTON 20TH ANNIVERSARY

**Fynch-Hatton**, the German lifestyle label with an African touch, has turned 20. What started in 1998 as a men's knitwear line has since developed into a lifestyle brand for men spanning various product categories, from fine Italian shirts to footwear. The label's high-quality yet affordable range is present in 55 countries and at 2,250 POS. Its online shop, which opened in February, further marks its expansion. The unprecedentedly extensive A/W 18 jacket collection consists of 30 styles featuring a **DuPont** lining that makes them sustainable and breathable.

[www.fynch-hatton.com](http://www.fynch-hatton.com)

## UNDERLINE CONCEPTUAL FASHION SPACE

**Underline**, a new conceptual fashion space in southwestern Moscow, aims to be a hub for the young. With 36 tenants over 6,000 m<sup>2</sup>, it features up-and-coming Instagram brands, **IKEA** capsule collections, a barbershop, a coffeehouse, a detox bar, a lecture hall and a coworking space. Underline holds regular events such as Q&A sessions with popular bloggers, fashion and creative workshops, and film screenings. The interior is minimalist, with a separate color scheme for each zone: fashion, lifestyle, wellness and self-development. The brand mix will rotate regularly, reflecting customers' evolving tastes.

[www.mega.ru/teplyi\\_stan/underline](http://www.mega.ru/teplyi_stan/underline)

## LIEBESKIND BERLIN BAG ADDITION



Liebeskind Berlin

**Liebeskind Berlin**, known for its stylish bags, has added two new groups to its range: 'Neo Casual' and 'Round Daddy'. The former comprises a tote, a small tote, a hobo bag, a cross-body and a belt bag. Inspired by biker jackets, the bags feature small zippers, charm details and leather straps. The 'Round Daddy' line consists of an elegant cross-body bag available in medium and small and a fitting clutch. These bags are made of shearling sheepskin and feature elegant closures. Liebeskind Berlin will soon reopen its store in Munich; more information to follow.

[www.liebeskind-berlin.com](http://www.liebeskind-berlin.com)

## LA MARTINA 'FAIR PLAY'

**La Martina**, a brand that connects polo sports and fashion, has launched a new collection called 'Fair Play'. Designed by up-and-coming talents Jacopo Pozzati, Danilo Paura and Leonardo Colacicco, it borrows from the classic La Martina DNA and updates it with a younger vision. The collection, targeting Italy's top stores, was presented in Milan in an exclusive event accompanied by a performance by American R&B artist NE-YO. This is the second capsule launched by the Argentinian brand this year, after the 'Flash' collection was presented in Florence in collaboration with influencer Mariano di Vaio.

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

## GOLDEN GOOSE DELUXE BRAND HI STAR SNEAKER



Golden Goose Deluxe Brand

A high-end sneaker brand from Italy, **Golden Goose Deluxe Brand**, has launched a model for those who live in a fast-paced world but want to connect to nature. 'Hi Star' boasts a 24-carat gold leaf that is hand-applied to the right shoe of each pair; a hand-written branding feature on the sole makes each shoe unique. The 5 cm sole also gives the wearer additional height. The brand will only have one production run of the model. 'Hi Star' will be available in the brand's stores worldwide, retailing at 375 EUR.

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

## LA FASHION CATWALK WORLD'S LONGEST RUNWAY

A new fashion event is carving out a spot in the Guinness Book of World Records: on April 19, **LA Fashion Catwalk** will unveil the world's longest fashion runway, spreading across 3.3 km and making models walk a four-mile 'round trip'. The event will feature up-and-coming talents from Europe, Australia, Asia, North and South America with each sending their most promising designers. The runway will be set in Los Angeles' Exhibition Park Rose Garden. The organizers, Austrian-based Communication Studio GMBH, are planning to repeat the event on an annual basis.

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