



Lieblingsstück

LIEBLINGSSTÜCK

TOTAL LOOK

German brand **Lieblingsstück**, known for its knitwear, has successfully extended its offering from individual items to complete outfits. The addition of trousers (as reported in WeAr's January issue) to its range filled the last remaining product gap; Lieblingsstück is now a 'total look' brand, rather than a product-specific collection. To increase its overseas operations, the brand founded SLT Schweiz GmbH, a company that focuses on exports. Under professional leadership, it optimizes the brand's development abroad and handles the market requirements of different countries with expert knowledge.

www.lieblingsstueck.com

GUESS

'ORIGINALS' AND NEW PRODUCT

Guess is gaining traction with 'Guess Originals', a collection of men's and women's apparel inspired by the brand's DNA. The collection draws inspiration from vintage Guess designs from the 80s and 90s, reinterpreted with a modern twist using innovative fabrics and wash technologies. This capsule represents the quintessential Guess vibe, reflecting the all-American spirit that has characterized the label for the past decades. On top of this, Guess is also launching a new product category for A/W18: for the first time ever, it is presenting a sock collection.

www.guess.com



Birkenstock

BIRKENSTOCK BOX

X RICK OWENS

A unique portable space made of converted containers created by architects Pierre Jorge Gonzalez and Judith Haase, the **Birkenstock Box** pop-up continues its journey through the United States: in March, the retail concept is moving to Los Angeles to inaugurate its partnership with **Rick Owens**. The cult designer has reinvented the classic 'Arizona', 'Madrid' and 'Boston' models in four new materials: military felt, suede, leather and pony fur. In LA, Birkenstock Box will display a limited collection of iconic models alongside a selection of garments and accessories designed by Owens.

www.birkenstock.com

www.rickowens.com

LANE CRAWFORD

GLOBAL TALENT SEARCH

In an effort to discover new brands and revolutionize its buying model, Chinese luxury retailer **Lane Crawford** founded a talent-scouting platform called **Creative Call Out** in 2015. Since its inception, the initiative has helped the retailer launch over 50 new brands and over 45 creative projects from applicants in Hong Kong, Beijing, Shanghai and Chengdu. This year the platform has gone global: in January, the team travelled to LA and hosted an event to scout brands and other local talent including photographers, writers and makers. Other international stop-overs are in the pipeline.

www.lanecrawford.com



Alberto

ALBERTO

URBAN TRAVELLER

With frequent travelers in mind, the German trouser specialist **Alberto** has created a light, durable and crease-free 'Urban Traveller' range that consists of four travel essentials. The 'Revolutionalist', an ultra-light pair of slacks, is made of warm, breathable, quick-dry jersey knit that protects the wearer from harmful UV rays. The 360° bi-stretch fabric retains its shape even after an intercontinental flight and guarantees freedom of movement. All the styles feature safety pockets for credit cards, buttoned ticket pockets and inside back pockets. The range is available in brown, blue, navy and black.

www.alberto-pants.com

PSYCHO BUNNY

A/W18 BESTSELLERS

Versatile layering pieces remain essential for **Psycho Bunny** in A/W18. The 'Barnes Shawl Neck Cardigan', made from pure new lambswool and featuring a vintage-inspired logo, is a star piece. In the pique polo collection, brushed 100% Pima cotton flannel plaids, bias-cut pocket and edge binding, Mother of Pearl buttons and fine detailed stitching add a sense of luxury. In other product groups, performance elements are becoming important: a space dye double-face fabric is used for a jacket, with subtle stretch and wicking properties allowing for enhanced comfort.

www.psychobunny.com