



DEBENHAMS **A/W 18** MENSWEAR TRENDS

DEBENHAMS

MODERN RUSTIC

A/W18 TREND

AW18 MENSWEAR TRENDS

MODERN RUSTIC

For AW18 the influence of COLOUR within casual menswear is more important than ever. This trend takes it's lead from the influential mid-market UK brands and the Scandi menswear scene as a whole in embracing the idea of simple, modern shapes being reimagined into a rich, spicy, rustic palette.

Ochre yellow, burnt ginger and rich rusts are key. They mix well together as layers and as outfits when grounded with darker emerald green, plum shades and importantly, black.

Aside from the colours used the overall look of this trend is a smarter casual one, colours may be earthy and garments are practical but everything is presented looking crisp and clean, not laundered or aged.

Outerwear and knitwear is obviously key; Parkas dominate, but in a new, cleaner, more modern guise, not as army surplus referencing pieces. Borg is also very important. Both as a liner, often removable, and also as collars on shorter and mid length jackets.

Knitwear and jersey are combined into the idea of the long sleeved "top" within this trend, It's not too heavy, often cotton in fact, and mainly crew necked. Finishing at necks, cuffs and hems is very considered, nearly always ultra narrow, to give a modern look.

Shirts are in semi-plain constructions, fine corduroys and, very importantly, as checks. Trousers are simple but importantly they are trousers and not jeans.

Accessories are in summary simple, clean and modern whilst reflecting the rich, natural colour palette. There are no hiking or climbing references to be found.

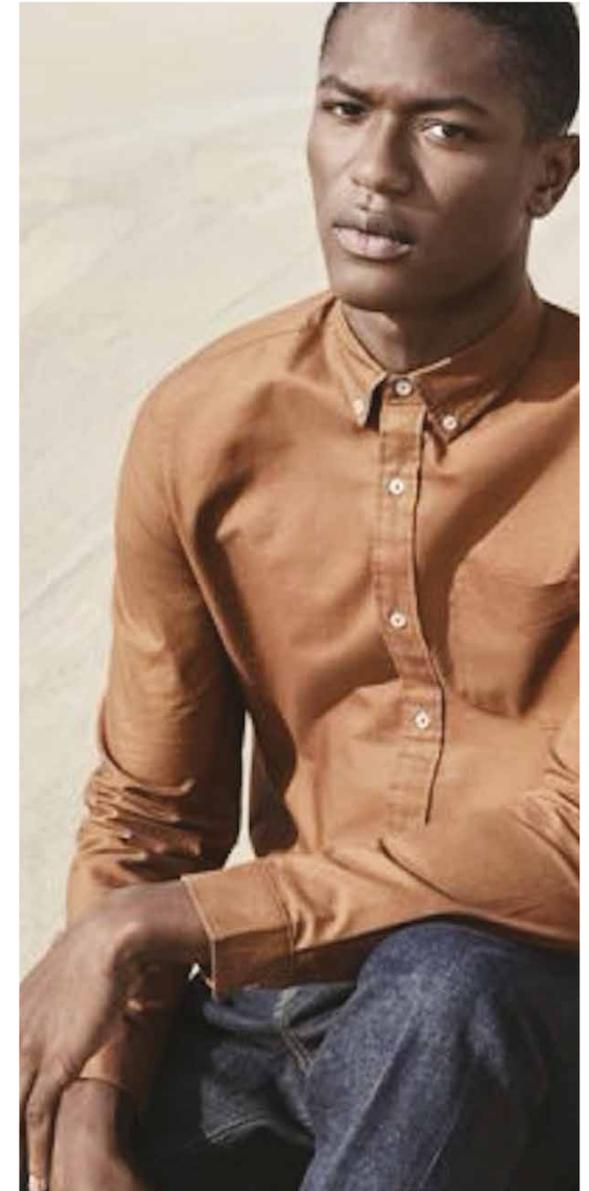
Bags are simple and clean. Shoes are practical but not technical looking and soft accessories are simple on styling but high on highlight colour impact.

KEY ITEMS

- Clean Parkas
- Borg Lined Jackets
- Statement Colour Jackets
- Borg Collared Jackets
- New Check Shirts
- Warm Touch Shirts
- Corduroy Shirts
- Boldly Coloured Wools
- New Twisted Yarn Combos
- Textured Cotton Knits
- Long Sleeved Jersey "Tops"
- Autumnal Stripes
- Textured Smart Trousers
- Coloured Stretch Chinos

ACCESSORIES

- Natural Leather Backpacks
- Oiled Leather Trainers
- Crepe Soled Shoes
- Yogi Shoes
- Coloured Beanies
- Coloured Trickers
- Statement Coloured Scarves



MODERN RUSTIC

COLOUR



KEY ITEMS



CLEAN PARKAS



BORG LINED JACKETS



STATEMENT COLOUR JACKETS



BORG COLLARED JACKETS



NEW CHECK SHIRTS



WARM TOUCH SHIRTS



CORDUROY SHIRTS



BOLDLY COLOURED WOOLS



NEW TWISTED YARN COMBOS



TEXTURED COTTON KNITS



LONG SLEEVED JERSEY "TOPS"



AUTUMNAL STRIPES



TEXTURED SMART TROUSERS



COLOURED STRETCH CHINOS

ACCESSORIES



NATURAL LEATHER BACKPACKS



OILED LEATHER TRAINERS



CREPE SOLED SHOES



YOGI SHOES



COLOURED BEANIES



COLOURED TRUCKERS



STATEMENT COLOURED SCARVES

DEBENHAMS

THE SCOTTISH TREND

A/W18 TREND

A/W18 MENSWEAR TRENDS

THE SCOTTISH TREND

The Scottish Trend is a formal trend with a new approach on a heritage classic. Newness is injected via colour, bolder and oversized checks, hombre and tonal tartans, simple fair isles and smart accessories.

A traditional heritage palette of navy, red and tan is lengthened with greys, winter whites and caramel highlights. Classically, tartan would be key for this trend however this is showing through in a more refined modern way – Tonally in trousers, lining of jackets or in accessories. The dominant patterns in this trend lie more towards bolder checks such as gun club checks, glen checks, bold raker designs and oversized hacking checks.

The statements pieces derive from outerwear classics like the tailored blazer, overcoat, waxed hunting jacket and duffle coat all with interesting check fabrications. Knitwear is simple in Aran cables and refined Fair Isle patterns. Shirting is subdued with only classic Tattersall and simple textured marls being used. Pleats and Turn-ups offers an alternative silhouette in trousers that has been dominated by slim fit for years.

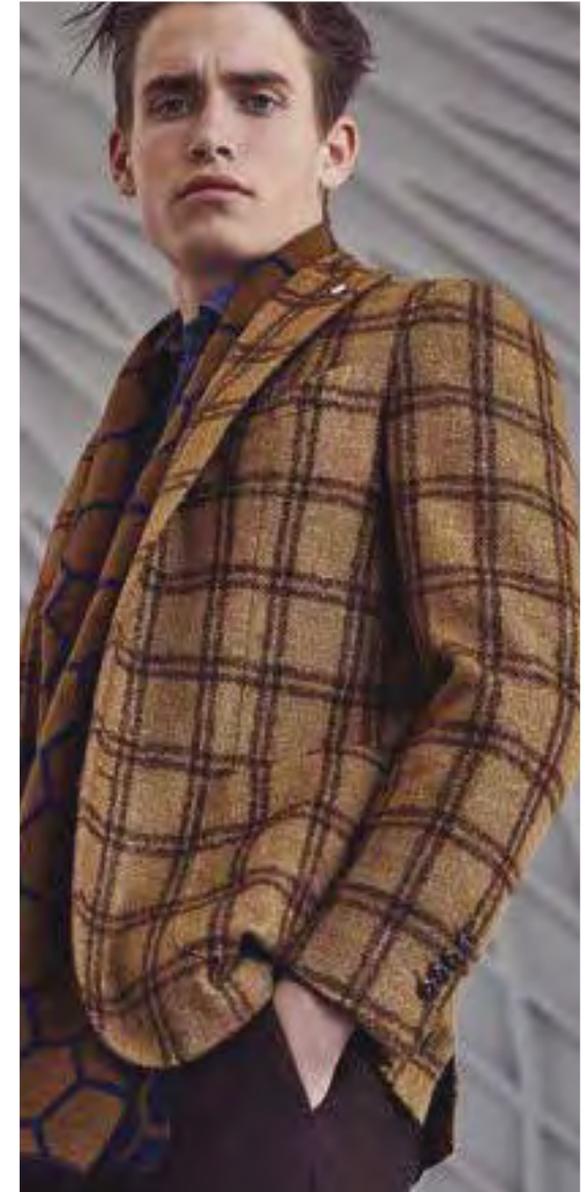
Luxury accessories add the finishing touches, with suede footwear, sheepskin lined gloves, tartan and cable scarfs and opulent suede luggage.

KEY ITEMS

- Gun Club Check Overcoat
- Waxed Hunting Jacket
- Tailored Blazer
- Aran Cable Knitwear
- Simple Fairisles
- Classic Tattersall Shirt
- Marl Shirt
- Tonal Check Turn Up
- Wool Trousers
- Ombre Check
- Bold Raker Check
- Prince of Wales Check
- Oversized Hacking Check
- Tonal Tartan

ACCESSORIES

- Galway Boot
- Suede Brogues
- Simple Fairisle Socks
- Sheepskin Lined Gloves
- Tartan Scarf
- Cable Scarf
- Suede Holdall



THE SCOTTISH TREND



THE SCOTTISH TREND

COLOUR



KEY ITEMS



GUN CLUB CHECK OVERCOAT



WAXED HUNTING JACKET



TAILORED BLAZER



ARAN CABLE KNITWEAR



SIMPLE FAIRISLES



CLASSIC TATTERSALL SHIRT



MARL SHIRT



TONAL CHECK TURN UP



WOOL TROUSERS

CHECKS & TARTANS



OMBRE CHECK



BOLD RAKER CHECK



PRINCE OF WALES CHECK



OVERSIZED HACKING CHECK



TONAL TARTAN

ACCESSORIES



GALWAY BOOT



SUEDE BROGUES



SIMPLE FAIRISLE SOCKS



SHEEPSKIN LINED GLOVES



TARTAN SCARF



CABLE SCARF



SUEDE HOLDALL

DEBENHAMS

BERRY COOL

A/W 18 TREND

A/W18 MENSWEAR TRENDS

BERRY COOL

This quintessential autumn story of berry shades update the merlot trend extending the palette from wine shades to plums and vibrant purples. Teamed with charcoal and grey for a modern smart direction, which looks contemporary and luxurious.

These new berry shades work as rich luxurious solids, but also translate into tonal prints, modern florals, paisleys, foulards and jacquards on shirts. Plum looks especially strong teamed with crisp white updating the butcher stripe.

Pattern is also prevalent through intarsia and fair isles in knitwear, and block stripes and mixed prints trims on jersey.

Colours range from deep plum and malbec through to blueberry and damson. These rich shades are anchored with grey and midnight to create a refined smart aesthetic, while luxury fabrications produce a premium appeal.

Colour diffusion is key in softening the look, this is achieved through tonic shirting, ombre flannels, grindle and mélange jersey while updated heritage designs such as dog tooth, oversized checks, herringbone and chalk stripes add boldness.

The looks and feels of this trend are best described as a relaxed city wardrobe with a sharp silhouette. Key garments include the Epsom coat, blazers in single and double-breasted varieties. Printed shirts, smart mercerized jersey, slim flannel trouser and fine gauge knits are also important while silk accessories finish the look.

KEY ITEMS

- Herringbone Coat
- Plum Butchers Stripe
- Grey Flannel Trousers
- Deep Berry Roll Neck
- Jaspe Grindle Polo
- Tonal Intarsia Knit
- Printed Shirt
- Retro Tipped Polo
- Brushed Check Blazer
- Bold Stripe Tee
- Smart Trousers

ACCESSORIES

- Two Tone Cashmere Scarf
- Tinted Sunglasses
- Statement Card Holder
- Pocket Square
- Grey Brogue
- Suede Sneaker



BERRY COOL



BERRY COOL

COLOUR



KEY ITEMS



HERRINGBONE COAT



PLUM BUTCHERS STRIPE



GREY FLANNEL TROUSERS



DEEP BERRY ROLL NECK



JASPE GRINDLE POLO



TONAL INTARSIA KNIT



PRINTED SHIRT



RETRO TIPPED POLO



BRUSHED CHECK BLAZER



BOLD STRIPE TEE



SMART TROUSER

ACCESSORIES



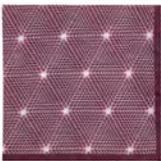
TWO TONE CASHMERE SCARF



TINTED SUNGLASSES



STATEMENT CARD HOLDER



POCKET SQUARE



GREY BROGUE



SUEDE SNEAKER

DEBENHAMS

SURPLUS LUXE

A/W18 TREND

A/W18 MENSWEAR TRENDS

SURPLUS LUXE

Surplus Lux is a smart/casual trend featuring military silhouettes infused with a sartorial sensibility. New shades of Brunswick green are added to the classic khaki's with colour pop injections of mustard and burnt orange to revamp the traditional utility palette.

Clever details inform the styling with more functional and purposeful design. Jackets feature hidden interior pockets whilst exterior design features are slick in keeping with the clean lines of the silhouette.

To achieve the overall look of this trend there is a particular focus on luxury fabrication from suedette and moleskins to wool mixes and heavy weight winter linens.

Layering is key. Minimal parkas are worn over colour pop knitwear and shirting while the classic trench coat is dressed with clean cotton polo, simple wool mix trouser and a colour pop scarf.

Modern lace up boots, a leather backpack and a chunky grosgrain watch will complete the look.

KEY ITEMS

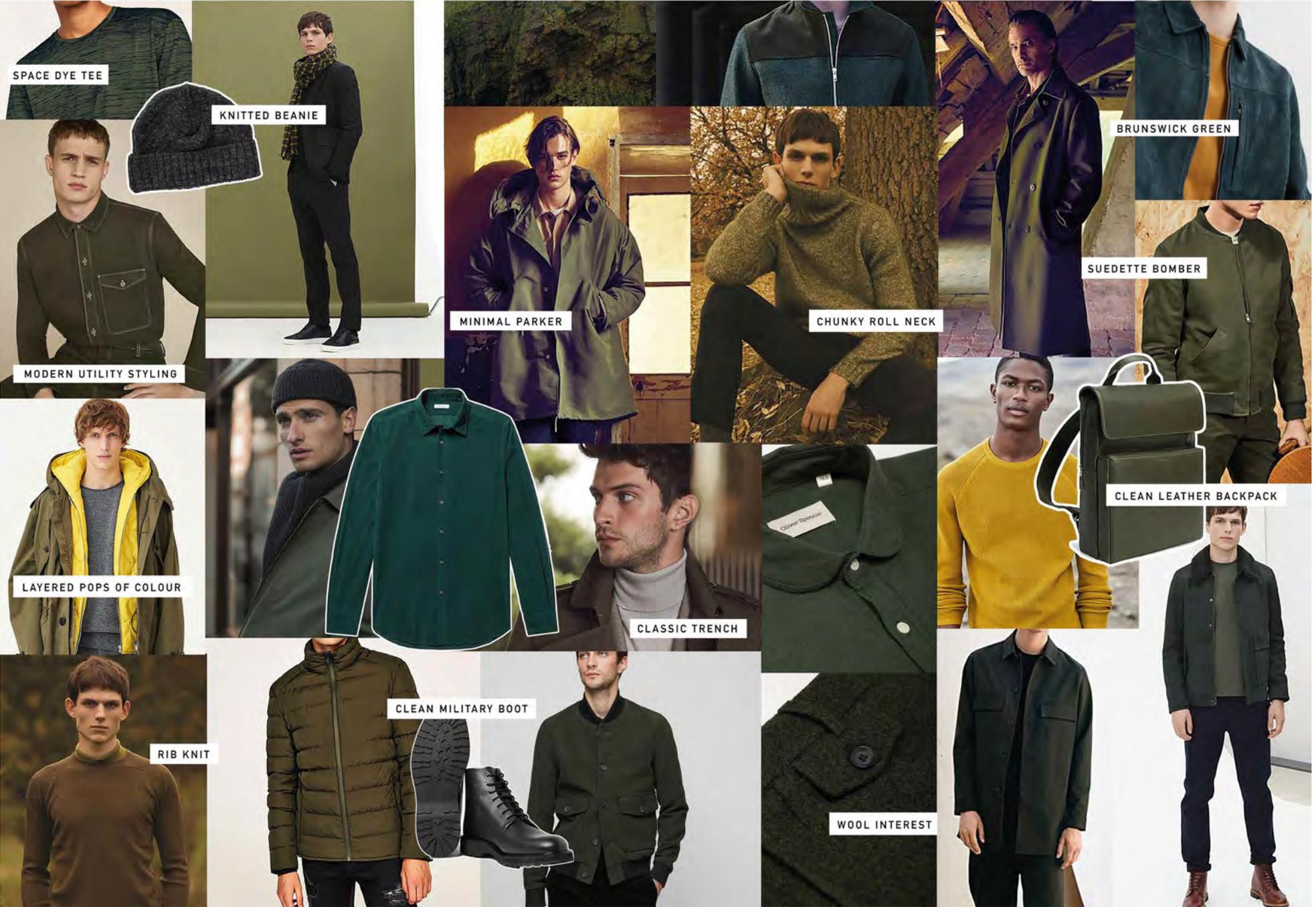
- Minimal Parker
- Classic Trench
- Shearling Collar Jacket
- Trimmed Wool Jacket
- Moleskin Overshirt
- Brunswick Green Oxford Shirt
- Winter Linen Shirt
- Brunswick Green Tee
- Clean Cotton Polo
- Space Dye Tee
- Roll Neck Stitch Interest Sweater
- Colour Pop Ribbed Raglan Crew
- Slim Fit Chino
- Wool Mix Trouser

ACCESSORIES

- Grosgrain Watch
- Colour Pop Scarf
- Knitted Beanie
- Clean Leather Backpack
- Woven Belt
- Brunswick Green Socks
- Clean Lace Up Boot



SURPLUS LUXE



SURPLUS LUXE

COLOUR



KEY ITEMS



MINIMAL PARKER



CLASSIC TRENCH



SHEARLING COLLAR JACKET



TRIMMED WOOL JACKET



MOLESKIN OVERSHIRT



BRUNSWICK GREEN OXFORD SHIRT



WINTER LINEN SHIRT



BRUNSWICK GREEN TEE



CLEAN COTTON POLO



SPACE DYE TEE



ROLL NECK STITCH INTEREST SWEATER



COLOR POP RIBBED RAGLAN CREW



SLIM FIT CHINO



WOOL MIX TROUSER

ACCESSORIES



GROSGRAIN WATCH



COLOR POP SCARF



KNITTED BEANIE



CLEAN LEATHER BACKPACK



WOVEN BELT



BRUNSWICK GREEN SOCKS



CLEAN LACE UP BOOT

DEBENHAMS

Werther's Original

A/W 18 TREND

A/W18 MENSWEAR TRENDS

Werther's Original

A smarter, more formal trend, with key focus on luxury textured fabrics. Classic tailored menswear items are updated in bitter chocolate and caramel colours in fabrics such as shearling, corduroy, moleskin and suede to enhance the warm feel of this trend.

Key pieces such as wool SB's and trousers, double-breasted overcoats and shackets are reworked into reimagined heritage designs and worn with crisp twill white shirts and paired with corduroy trousers.

The knitted turtleneck is also key shape, but traditional cables has been updated to a more modern and sleek transfer cable and presented in premium yarns.

Jersey pieces in lightweight wools are used as layering for warmth without bulk giving a sophisticated and elegant silhouette.

Accessories also enhance the warm feel of this trend, with wool blend scarfs, mélangé wool blend socks and Conker brown leather gloves.

Outfits are completed with a caramel leather briefcase or weekend bags (to carry all them Werthers originals) and suede chukka shoes.

KEY ITEMS

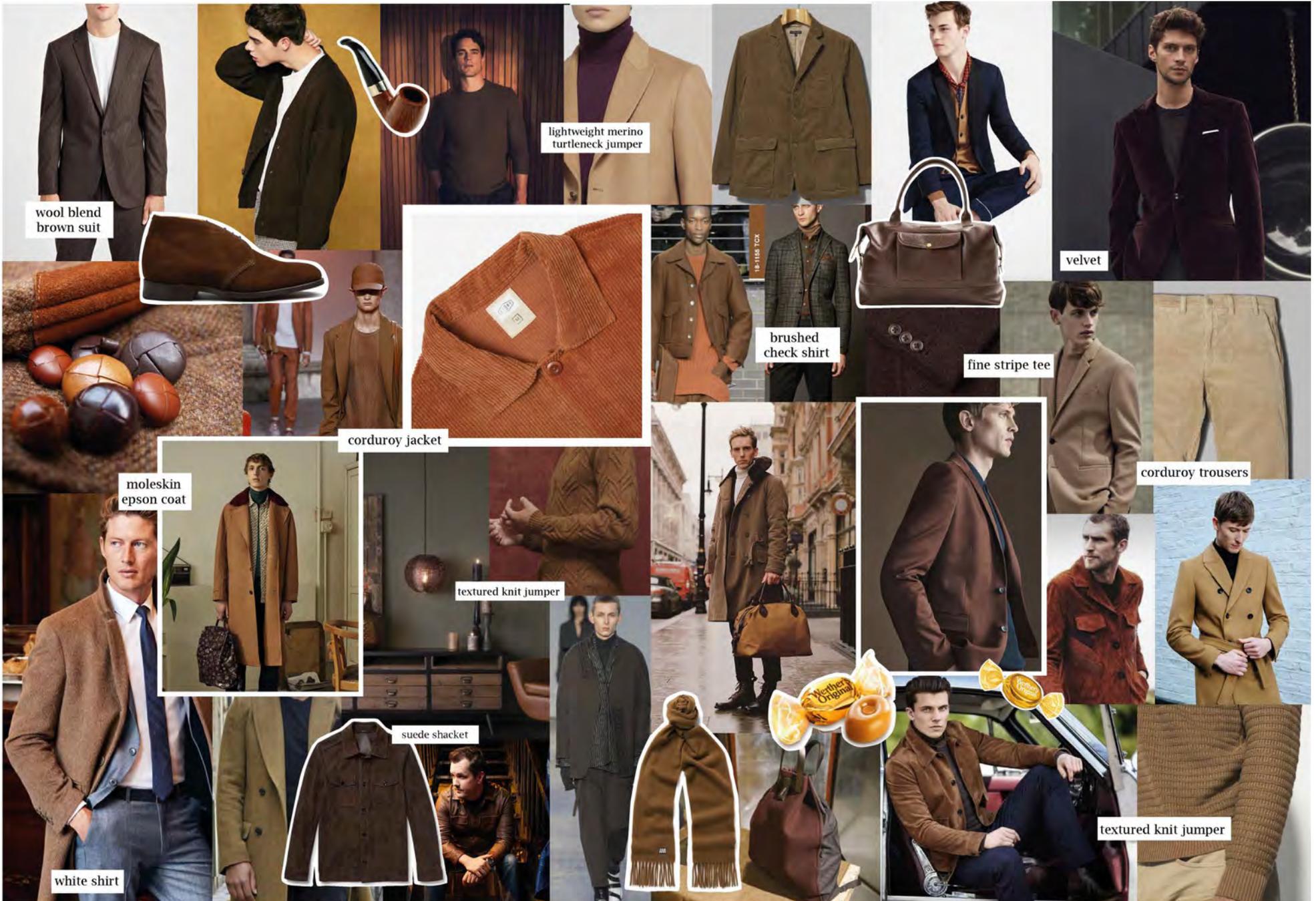
- Double Breasted Shearling Coat
- Camel Moleskin Epsom Coat
- Velvet Bomber
- Corduroy Jacket
- Suede Shacket
- Wool Blend Brown Suit
- Brushed Twill White Shirt
- Brushed Check Shirt
- Merino Blend Knit Polo
- Transfer Cable Knit Jumper
- Lightweight Merino Turtleneck Jumper
- Fine Stripe Tee
- Corduroy Trousers

ACCESSORIES

- Brown Leather Weekend Bag
- Tan Leather Briefcase
- Suede Chukka Shoes
- Wool Blend Scarf
- Mélangé Wool-Blend Socks
- Conker Brown Leather Gloves
- Werther's Original

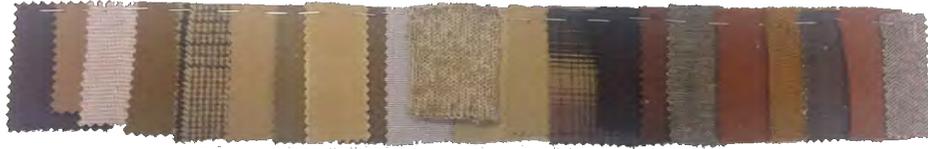


Werther's Original



Werther's Original

COLOUR



KEY ITEMS



double breasted
shearling coat



camel moleskin
epsom coat



velvet bomber



corduroy jacket



suede shacket



wool blend
brown suit



brushed twill
white shirt



brushed
check shirt



merino blend
knit polo



transfer cable
knit jumper



lightweight merino
turtleneck jumper



fine stripe tee



corduroy trousers

ACCESSORIES



brown leather
weekend bag



tan leather briefcase



suede chukka shoes



wool blend scarf



mélange wool-blend
socks



conker brown
leather gloves



werther's original

DEBENHAMS

GREY RUSTIC CHIC

A/W 18 TREND

A/W18 MENSWEAR TRENDS

GREY RUSTIC CHIC

This winter trend delivers a strong message both with colour and texture. Predominately a smart story that is held together with timeless menswear shapes combined with a mixed palette of darkest grey through to winter white. The colour is warm and inviting, a natural move onwards from the clean stark black and white SUMMER MONOCHROME trend. Tones in outfits blend and merge together rather than the Yin and Yang colour contrast of the previous season. The addition of texture within the garments adds an autumnal look of the trend.

Wool plays a major part in this story, both with woven and knit. Formal fall collar Harrington's and double-breasted coats appear in heritage checks of various scales but in the levels of greys to bring the classics up to date. Tailoring continues to reinvent itself with unlined jackets for the winter season, softer shoulders give a more relaxed feel and double-breasted jackets continue to emerge as an essential wardrobe item.

Knitwear goes from fine 14 gauges too chunkier hand knit styles – nep yarns and salt and pepper looking wools give sophistication to this rustic look. Wider fitting trousers give fabric a chance to show of their natural drape and texture. Simple styled shirtings compliment the yarn interest with simple all over patterns. Jersey also picks up on the textural trend – toweling gives basics an all over warm handle, as well as a visual difference to jersey.

Accessories follow suit in texture – pebble grain leather works in footwear and gloves – double monk straps and Chelsea boots are key, and ground the footwear in solid formal territory. Neck wear from ties and scarves mirror the woven and knits – coloured in shades of greys to bring classics up date. Clear optic frames for eyewear add to the look and a woody cologne scent finishes off the chic appeal of trend.

KEY ITEMS

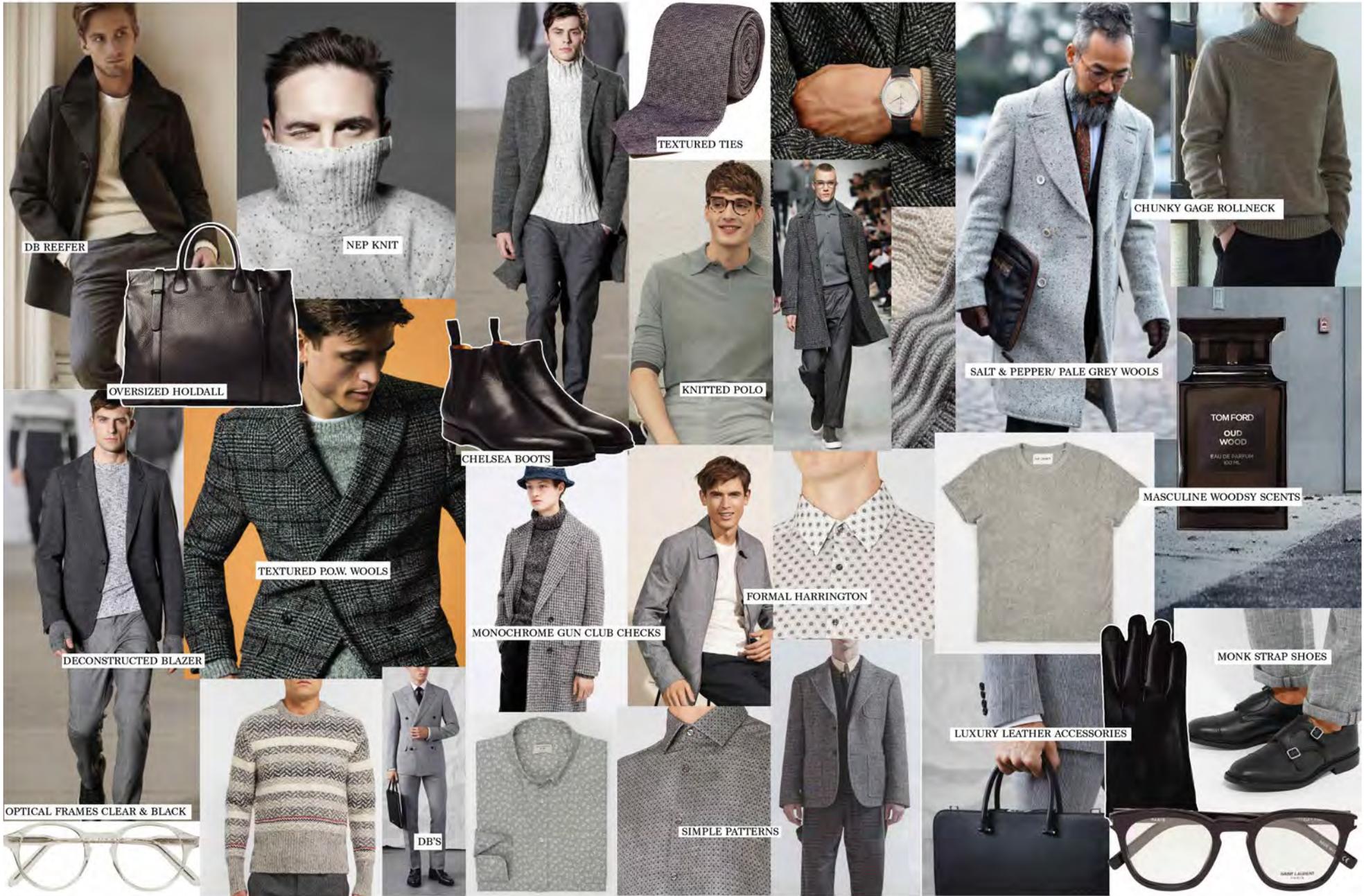
- Textured D/B
- Formal Harrington
- Decon Blazer
- Nep Knits
- Knitted Fine Gauge Polo
- Salt & Pepper Wools
- Monochrome Checks
- D/B Tailoring
- Simple Pattern
- Wider Fit Trouser
- Toweling Tee
- Turtle Neck Knitwear

ACCESSORIES

- Clear Optic Frames
- Textured Ties
- Chelsea Boots
- Woodsy Scents
- Luxury Leather Accessories
- Monk Strap Shoes
- Oversized Holdall



GREY RUSTIC CHIC



DB REEFER

NEP KNIT

TEXTURED TIES

CHUNKY GAGE ROLLNECK

OVERSIZED HOLDALL

KNITTED POLO

SALT & PEPPER/ PALE GREY WOOLS

TOM FORD
OUD WOOD
EAU DE PARFUM
100ML

MASCLINE WOODSY SCENTS

CHELSEA BOOTS

TEXTURED POW. WOOLS

FORMAL HARRINGTON

MONOCHROME GUN CLUB CHECKS

DECONSTRUCTED BLAZER

OPTICAL FRAMES CLEAR & BLACK

DB'S

SIMPLE PATTERNS

LUXURY LEATHER ACCESSORIES

MONK STRAP SHOES

GREY RUSTIC CHIC

COLOUR



KEY ITEMS



TEXTURED D/B



FORMAL HARRINGTON



DECON BLAZER



NEP KNITS



KNITTED FINE GAUGE POLO



SALT & PEPPER WOOLS



MONOCHROME CHECKS



D/B TAILORING



SIMPLE PATTERN



WIDER FIT TROUSER



TOWELING TEE



TURTLE NECK KNITWEAR

ACCESSORIES



CLEAR OPTIC FRAMES



TEXTURED TIES



CHELSEA BOOTS



WOODSY SCENTS



LUXURY LEATHER ACCESSORIES



MONK STRAP SHOES



OVERSIZED HOLDALL

DEBENHAMS

THE OUTSIDERS

A/W 18 TREND

A/W18 MENSWEAR TRENDS

THE OUTSIDERS

Catering to a modern global traveller, this theme will play very prominently into the entire men's wardrobe next season as more and more people are yearning to travel and have adventures in the great outdoors. There are elements of authentic outdoor products, reviving the hiking/rock climbing/camping classics for the modern customer, and introducing some new silhouettes in the range like over-the-head jacket and patch pocket shirts.

Shades of rust, currant red burnt orange and golden yellow feel very fresh/new and provide a perfect autumnal palette of accent colours paired against earthy tones and denim. These survival colours are prominent on some of the statement outerwear pieces as well as knitwear and accessories ranges. To balance it out, the shades and paler tones of earthy greens browns and navy's dominate the outerwear, shirts and trousers.

One of the most important aspects of this trend is the texture and hand-feel, which are channeled through waxed surfaces on outerwear, bags, waffle patterns on Henley's, double brushed cottons with thermal qualities on tees, heathered shirts and super soft chenille knits. Natural fiber fabrics, breathability, durability and heavy layering are the core messages, while canvas, nylon, wool and corduroy are key materials for this trend direction.

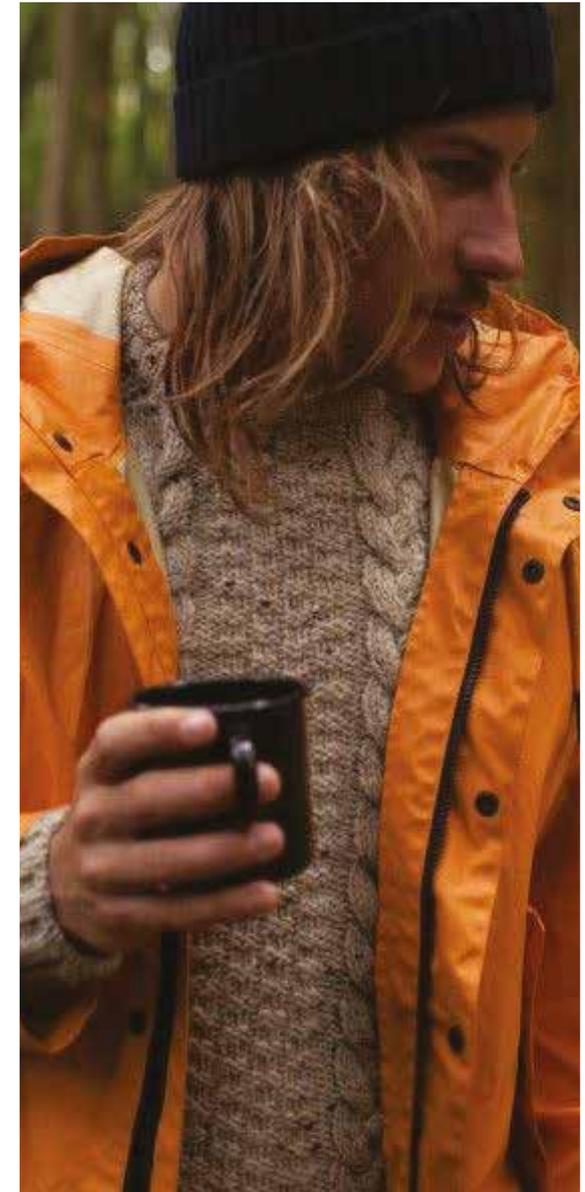
The classic hiking boot is re-envisioned through trim and construction. When it comes to backpacks and bags, it's more about the colour impact and texture in vivid reds/greens and waxed canvas rather than tricky details or built-up design. Echoing the main globe-trekking message, weekender bag is on the list as a big statement piece. To complete the look and the outdoorsy vibe this look is teamed with a range of travelling essentials, like water bottles and leather key-hooks.

KEY ITEMS

- Down Parka
- Quilted Jacket
- Waxed Jacket
- Over-the-Head Jacket
- Water-Repellent Vest
- Fleece with Pop Details
- Shawl Collar Zipped Cardigan
- Cotton Chenille Knit
- Jacquard Crew Neck
- Heather Shirt
- Patch Pocket Shirt
- Waffle Henley
- Double Brushed T-Shirt
- Patch Pocket Chino
- Japanese Selvedge Denim
- Corduroy Trousers

ACCESSORIES

- Leather/Suede Boots
- Updated Hiking Boot
- Waxed Canvas Backpack
- Sporty Backpack/Pop of Color
- Weekender Bag
- Rag Wool Beanie
- Ribbed Scarf
- Water Bottle
- Leather Key-hook



THE OUTSIDERS



THE OUTSIDERS

COLOUR



KEY ITEMS



Down Parka



Quilted Jacket



Waxed Jacket



Over-the-Head Jacket



Water-Repellent Vest



Fleece with Pop Details



Shawl Collar Zippered Cardigan



Cotton Chenille Knit



Jacquard Crew Neck



Heather Shirt



Patch Pocket Shirt



Waffle Henley



Double Brushed T-Shirt



Patch Pocket Chino



Japanese Selvedge Denim



Corduroy Trousers

ACCESSORIES



Leather/Suede Boots



Updated Hiking Boot



Waxed Canvas Backpack



Sporty Backpack/
Pop of Color



Weekender Bag



Rag Wool Beanie



Ribbed Scarf



Water Bottle



Leather Key-hook

DEBENHAMS

TUNDRA

A/W 18 TREND

A/W18 MENSWEAR TRENDS

TUNDRA

Taking inspiration from the Artic Tundra and the harsh mountainous elements, this trend offers clean, technical garments fit for the great outdoors, mixed with heavy weight smarter pieces to offer a warm and cozy feel.

A refined palette of deep navy's, bright icy blues and mid grey's are complemented by winter whites; the projection of white within outerwear is particularly interesting. Flashes of black are used within trims, providing a sharp finish.

There is a strong outerwear focus to this trend with jackets appropriate for the colder seasons providing protection from the elements, including heavy weight puffa jackets in both textured wools and printed polys, wool DB's with shearling trims and waterproof, rubber coated tech jackets.

Contrasting textures of knit and synthetics are evident within layering pieces, including techy zip thru hoodies with nylon paneling as well as inner mock linings in synthetic on wool outerwear. Under layers are key, with lightweight knits and long sleeved jersey tees acting as colour vehicles, as well as having a techy edge with breathable and temperature controlling qualities. Bottoms remain smart and include slim fit textured wool trousers, off white denim and straight fit chinos.

Contrasting textures continue through trims and details with rubberized zips and snaps, not only adding to the clean aesthetic of this trend but also providing a practical waterproof element. These details can be seen on smart jackets, adding a techy edge to traditional wools. Borg, shearling and teddy fleece are used not only for linings and removable collar trims but also for full garments, including zip thru hoodies and overhead hooded fleeces.

In keeping with the smarter nature of this trend, the fabrications of the accessories are clean and unfussy which can be seen within the rubberized backpacks and vulcanized trainers. Bright icy blues continue through to the rucksacks, hats and socks and the knitted beanie hats provide warmth through the winter season.

KEY ITEMS

- Hooded Tech Jackets
- Rubber Coated Jackets
- Quilted Puffa Jacket
- Double Breasted Wool Coat
- Shearling Trim Jackets
- Milano Zip Thru
- Techy Knits
- Lightweight Underlayers
- Off White Denim
- Smart Trousers

ACCESSORIES

- Rubberised Backpacks
- Vulcanised Trainers
- Low-Top Leather Trainers
- Knitted Beanie Hats



TUNDRA

Colour



Key Items



Hooded Tech Jackets



Rubber Coated
Jackets



Quilted Puffa
Jacket



Double Breasted
Wool Coat



Shearling Trim Jackets



Milano
Zip Thru



Techy Knits



Lightweight Underlayers



Off White Denim



Smart Trousers



Accessories



Rubberised Backpacks



Vulcanised Trainers



Low-Top Leather
Trainers



Knitted Beanie Hats

DEBENHAMS

URBAN LUMBERJACKS

A/W 18 TREND

A/W18 MENSWEAR TRENDS

URBAN LUMBERJACKS

Urban Lumberjacks fuses the modern Millennial with a more street-wear influenced aesthetic, it bridges the gaps between streetwear, workwear and functional clothing to create a simple, masculine and commercial trend.

Whether you favor classic plaid, tartan, or exploded gingham, it's official: checks are back. They are coming through in shirts, shackets and jackets, but also as linings and trims.

Layering is essential for this trend with shearling flight jackets, Borg lined denim truckers and Gilets providing the outer element.

Teddy Fleece and highlight coloured Hoodies become transitional staples in preparation for the colder months ahead, while updated hooded bombers give the look an urban feel.

The check shirt is paired with open-end black denim, sweat pants and carhartt style Chinos. Worn open with a pop colour tee to give it a more youthful look.

A palette of denim blues and indigos, winter whites, tones of stone, mixed with autumnal shades take the look back to its woodsman roots.

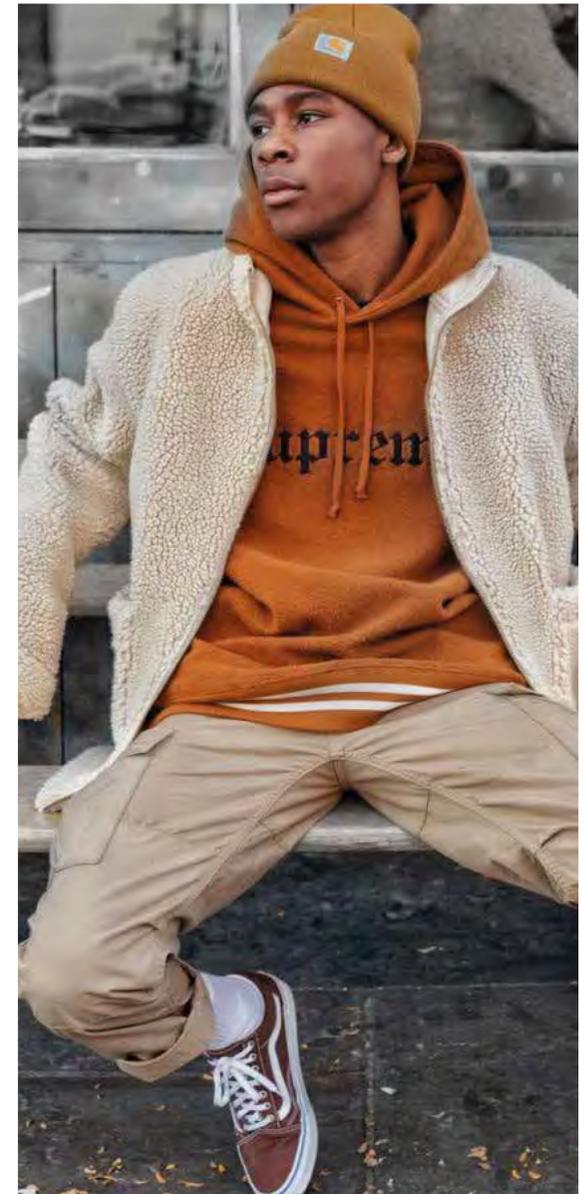
Another key element that gives this trend its urban edge is the accessories; flat brim baseballs and knit beanies are essential. Vans old skool skate shoes replace common project white pumps, and are worn with white sports socks.

KEY ITEMS

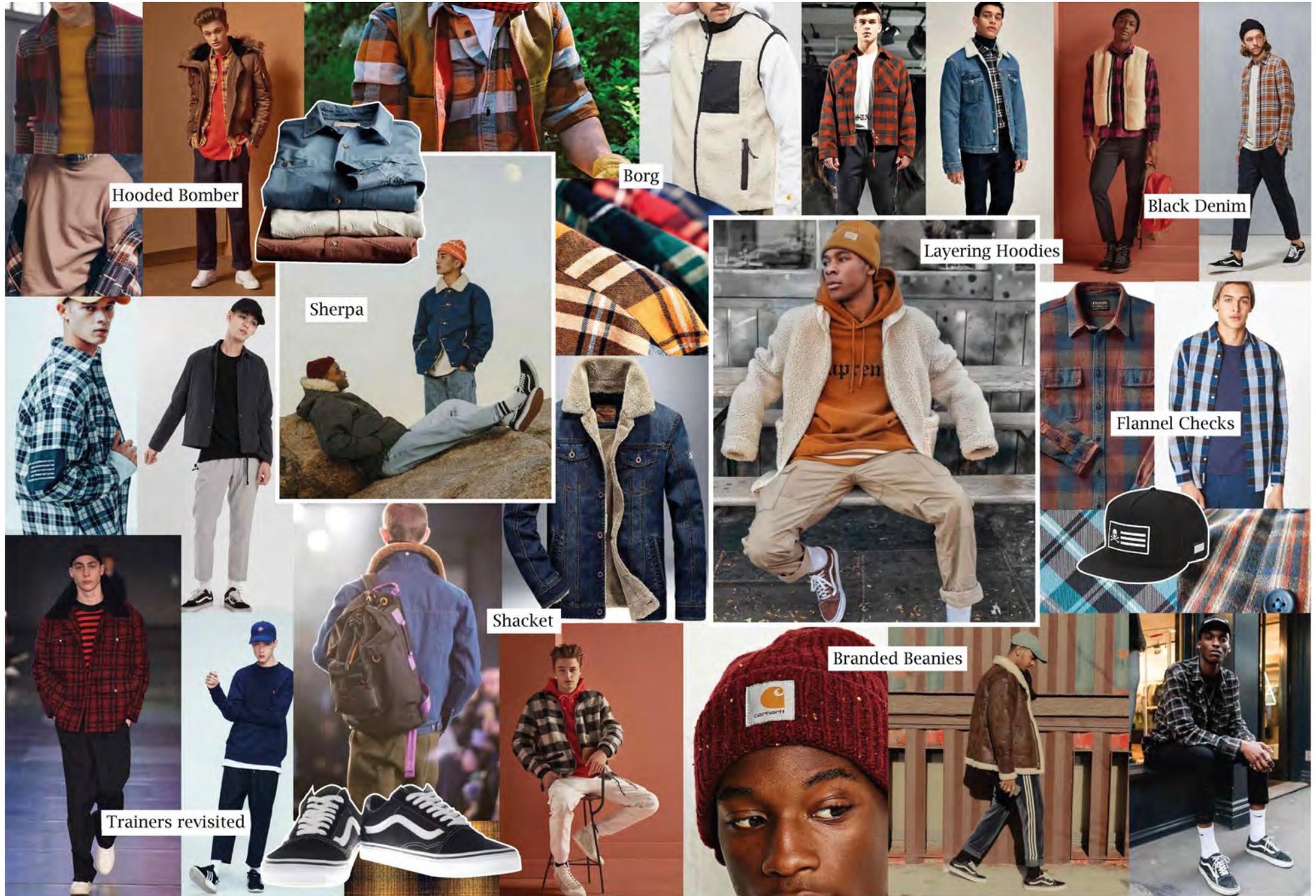
- Hooded Bomber
- Flight Jacket
- Shacket
- Sherpa Denim Jacket
- Borg Gillet
- Teddy Fleece
- Layering Hoody
- Borg Lined Shirt
- Flannel Shirt
- Denim Shirt
- Crew Neck Sweatshirt
- Cargo
- Sweat Pants
- Chino
- Black Denim

ACCESSORIES

- Vans, Vans, Vans!!!
- Smart Baseball
- Knit Beanie
- Rucksack
- Sports Sock



URBAN LUMBERJACKS



Hooded Bomber

Borg

Black Denim

Layering Hoodies

Sherpa

Flannel Checks

Shacket

Branded Beanies

Trainers revisited

URBAN LUMBERJACKS

COLOUR



KEY ITEMS



Hooded Bomber



Flight Jacket



Shacket



Sherpa Denim Jacket



Borg Gillet



Teddy Fleece



Layering Hoody



Borg lined shirt



Flannel Shirt



Denim Shirt



Crew neck
Sweatshirt



Cargo



Sweat Pants



Chino



Black Denim

ACCESSORIES



Vans,Vans,Vans!!!



Smart Baseball



Knit Beanie



Rucksack



Sports Sock

DEBENHAMS

COLOUR POP

A/W 18 TREND

A/W18 MENSWEAR TRENDS

COLOUR POP

Colour Pop is a bold and exciting direction for AW18 exploring the simplicity of colour placement and the use of strong colours within Menswear, forming an effortless and minimal aesthetic.

Bold colours paired with dark tones of black, grey and navy lift the story bringing a more contemporary feel to the trend. Colour pop offers a diverse approach to AW18 with the exploration of highlight colours joined with more classic wintery tones through different textures and fabrications. Clean and tailored silhouettes feature, with the main focus being the colour placement within the outfit.

Colour highlights are explored through holding accents of colour in the internals of outerwear, block stripes, cut and sew and simply block coloured apparel and accessories. Smart outerwear such as wool coats and blazers in dark tones are teamed with relaxed jersey sweatshirts and polo's in bright colours, conveying a modern feel to this trend.

This modern man is not afraid to push the boundaries with what he wears. A long-line black coat with a chunky orange knitted jumper and a pair of tonic blue tapered trousers epitomizes the trend, by exploring colour through different textures and modern detailing.

The colour palette is formed of dark tones such as black, greys, navy and Jade, these are dressed with bright oranges, reds, greens and royal blue as accent colours.

This is easily transferred to accessories such as scarfs and footwear having accents of bright colour adding a fresh feel to basics.

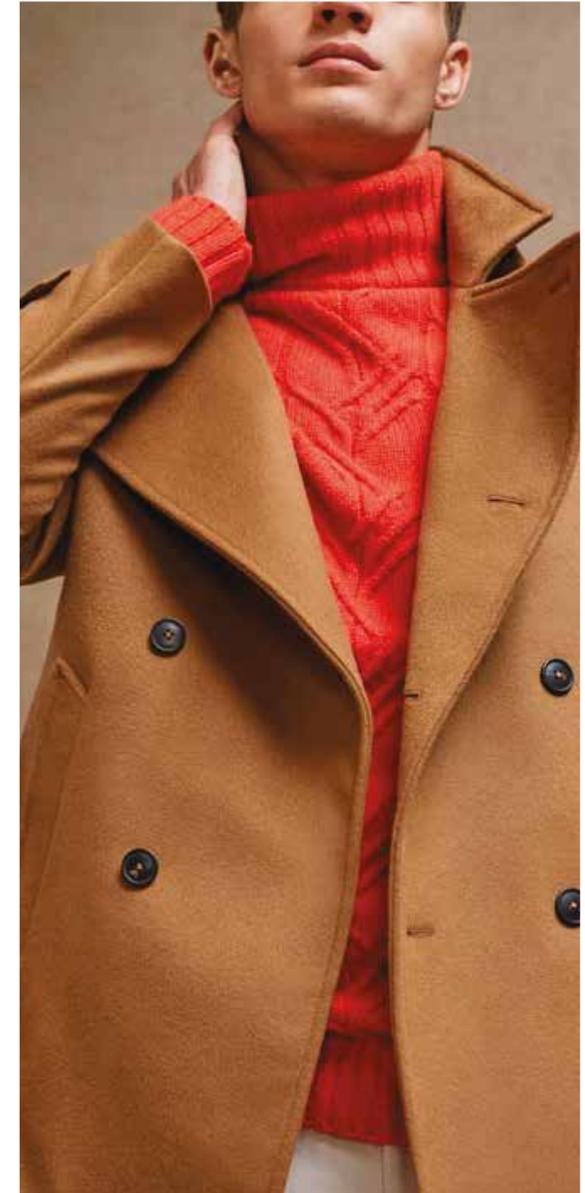
If you favour a smart or more relaxed feel, there are many key elements of this trend that can bring a modern fresh approach to a winter wardrobe.

KEY ITEMS

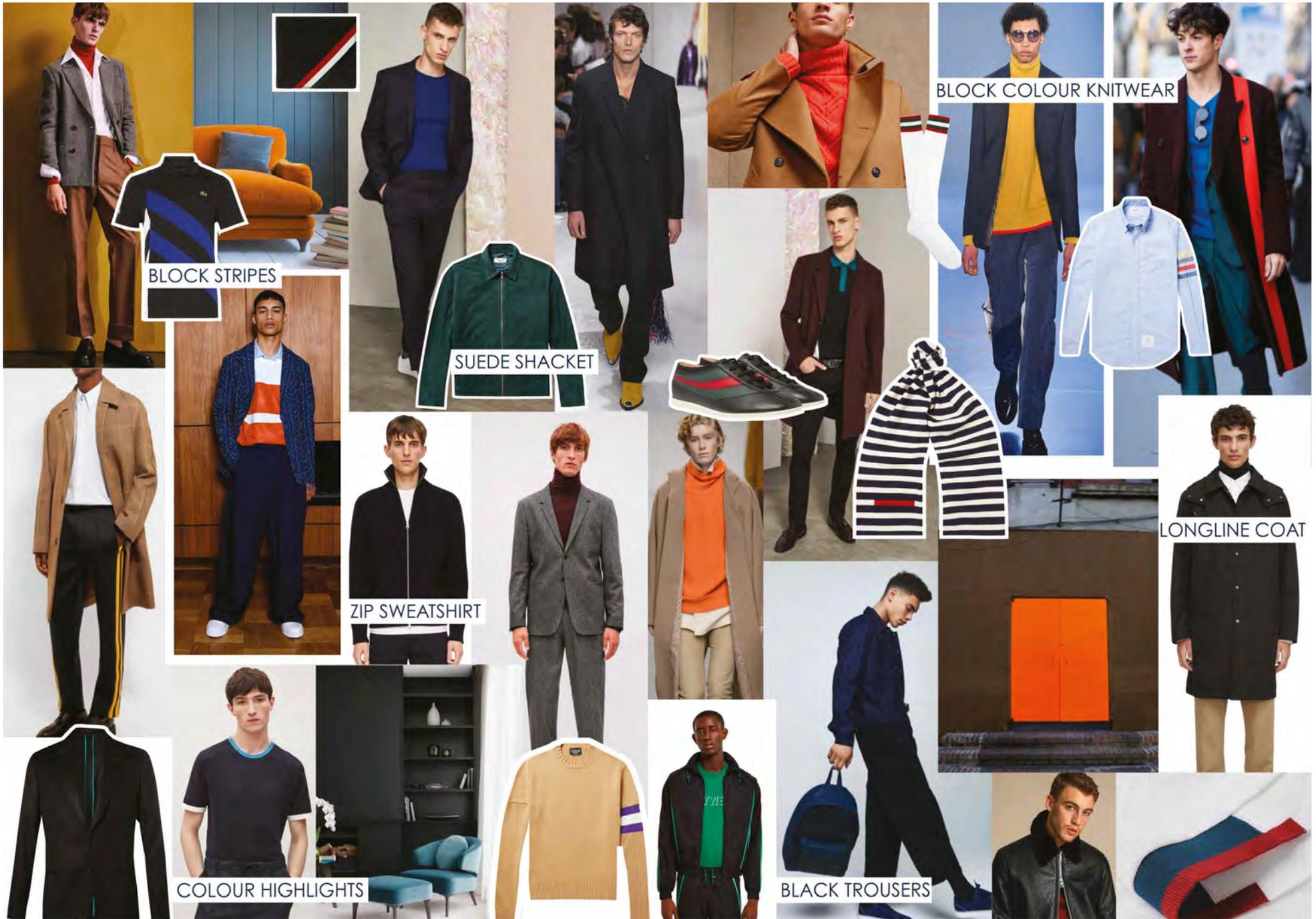
- Epsom Coat
- Blazer With Internal Colour
- Zip Through Sweatshirt
- Suede Zip Through Shacket
- Block Colour Sweater
- Colour Placement Knitwear
- Roll Neck
- Colour Placement Shirt
- Block Colour Oxford Shirt
- Colour Placement Polo
- Block Colour T-shirt
- Sweat Pants
- Chinos

ACCESSORIES

- Leather Trainers
- Striped Scarf
- Colour Detail Wallet
- Bright Coloured Socks
- Bright Coloured Beanie



COLOUR POP



COLOUR POP

COLOUR



KEY ITEMS



EPSOM COAT



BLAZER WITH INTERNAL COLOUR



ZIP THROUGH SWEATSHIRT



SUEDE ZIP THROUGH SHACKET



BLOCK COLOUR SWEATER



COLOUR PLACEMENT KNITWEAR



ROLL NECK



COLOUR PLACEMENT SHIRT



BLOCK COLOUR OXFORD SHIRT



COLOUR PLACEMENT POLO



BLOCK COLOUR T-SHIRT



SWEAT PANTS



CHINOS

ACCESSORIES



LEATHER TRAINERS



STRIPED SCARF



COLOUR DETAIL WALLET



BRIGHT COLOURED SOCKS



BRIGHT COLOURED BEANIE