



DEBENHAMS S/S18 MENSWEAR TRENDS

STILL RUNNING

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STILL RUNNING

Still running is a move on from last years running trend, however this time there is a strong focus on functionality and performance rather than an athleisure appearance.

More than ever before, men are feeling the pressure to look good and stay fit and healthy. This has opened up a new profitable avenue on the high street.

Instead of the well known sports brands that sell this product, high street retailers such as M & S, Next, J crew, Superdry and Gap have all developed there own active-wear ranges.

The key items deliver ultimate comfort and freedom of movement with there ergonomic engineered lightweight design. Jackets have laser cut edges, taped seams keeping the garments lightweight, giving versatility and ease of movement. Jersey fabrics have quick dry properties combined with seamless garments to reduce abrasion and weight. Technical knit fabrics and ventilation holes increase airflow to the body. Base layers are essential to any active-wear wardrobe giving the wearer comfort, support and movement.

The design is considered, with the elimination of all but the essential, through bonded pockets, thumb-holes and technical zips. Garments need to be suitable for multiple sport activities, as well as pre and post workout to aid recovery and wellbeing.

Graphics take a 3D edge with heat pressed prints mixed with clean and crisp typography and the brands logo creating an uncluttered and simplistic appearance.

Colours are dark neutrals injected with highlights of bright yellow, lime, orange and blue, creating impact and contrast. Fluorescent and reflective trims assist the functionally and aid the aesthetic of the garments.





NEW LOOK PERFORMANCE TEE

BURTON CONTRAST PANNEL LEGGINGS

JACK & JONES TECH LIGHT WEIGHT TRAINING JACKET

M & S RUNNING SOCKS

GAP COMPRESSION TIGHTS

JACK & JONES TECHNICAL BEANIE

BURTON ACTIVE TANK TOP

RIVER ISLAND FLURO LINED SPORTS JACKET

GAP BREATHABLE GRAPHIC TEE

J.CREW BREATHABLE WORKOUT T-SHIRT

SUPERDRY RUNNING TRAINERS

M & S SPACEDYE ACTIVE ZIP THRU

JACK & JONES TECHNICAL SPORTS BAG

PRIMARK SEAMLESS TEE

SUPERDRY 3D PRINTED TANK TOP

J.CREW RUNNING SHORTS

ETILL RUNNING

S/S18 Menswear

COLOURS AND FABRICATION



KEY ITEMS



LIGHTS WEIGHT TRAINING JACKET



SEAMLESS RUNNING SPACE-DYE HOODIE



REFLECTIVE/ FLUORESCENT DETAILED GARMENTS



CONTRAST PANEL GARMENTS



SEAMLESS TRAINING T-SHIRT



3D GRAPHICS



SPORTS ACTIVE GOGGLE



ACTIVE TANK TOP



SWEATPANTS



COMPRESSION GARMENTS



PERFORMANCE TRAINING SHORTS



NO SWEAT COMPRESSION UNDERWEAR

ACCESSORIES



TECHNICAL BEANIE



RUNNING SOCKS



SPORTS TRAINERS



TECHNICAL SPORTS BAG



SPORTS TOWEL



WORKOUT BOTTLE



FITBIT



RUNNING GLOVES

STILL RUNNING

TREK

DEBENHAMS S/S 18 MENSWEAR TRENDS

S/S18 MENSWEAR TRENDS

TREK

The Great Outdoors is the theme for Trek; Spring/Summer 18 is the season for travelling and exploring. The well-travelled man is taking the route less travelled for their travel destinations and wants a wardrobe where functionality and fashion meet for a trend with the great Outdoors in mind.

Colours move away from the sun bleached safari palette of last years Enduro trend. Olive tones replace the traditional Khakis, Browns are earthier and richer, Greens are deep forest, lagoon deep blues, there are underlying sands and mid stones as a staple and a pop of orange to lift the palette.

There is a lot of outerwear focus with this trend with jackets appropriate for the warmer seasons providing protection from the elements including the downpour jacket, field jacket and the modern cagoule resurfaces for the 21st century wanderer. There are three shirt messages in Trek, the functional with shackets and utility offerings, oversized checks in lightweight twills for layering and tonal resort shirts for winding down after at the end of a walk. Jersey is used as layer pieces for practicality and ease of travel. Bottoms echo the functional theme with expedition shorts; you can never have enough pockets, chino shorts for a smarter look and fatigue pants for comfort.

Accessories are traveler focused with the active sandal and scrambler boots, bags are on the go with the weekender bag and back pack, for sun protection we have the packable Fedora and Bucket hat and a lightweight scarf adds a touch of sophistication. Trek is a trend with garments for a life outdoors come rain or shine.





Patch pocket Bomber

The Downpour Jacket

The Modern Cagoule

Lightweight Jacket

Utility Shirt

Modern Rider Jacket

Cargo Short

Multi-pocket Jacket

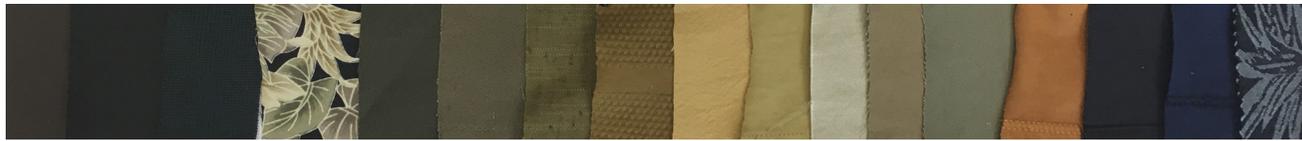
Fatigue Pants

Active Sandal

Foliage Prints

Plaids & Gingham

COLOUR



KEY ITEMS



Downpour Jacket



Modern Rider Jacket



Field Jacket



The Cagoule



The Shacket



Utility Shirt



Oversized Checks



Resort Shirt

PRINT/PATTERN



Layering Jersey



Fatigue Pants



Expedition Shorts



Chino Shorts



Oversized Checks



Foliage Prints



ACCESSORIES



Scambler Boots



Sports sandal



Back Pack



Weekender Bag



Durable travel Watch



Packable Fedora



The Bucket Hat



Summer Scarf

Mid Century Modern

DEBENHAMS S/S18 MENSWEAR TRENDS

S/S18 MENSWEAR TRENDS

Mid Century Modern

A smarter, clean, casualwear trend with a strong early season colour palette and a touch of mid-century retro cool to it's styling. Classic menswear pieces are cleaned up, re-coloured and presented in a modern, slightly urban way to create a very contemporary look but with hints of retro Scandinavian cool in it's colour combinations, styling touches and accessories.

This is a transitional spring look with a strong outerwear presence and great opportunities for lighter weight knitwear. Jackets are very cleanly styled yet functional in keeping with the urban lifestyle leanings of the trend. Macs, summer parkas and fall-collared Harrington's are key. For knitwear textured crew necks continue to work well as colour vehicles where as fine gauge polo shirts and the returning zip-thru silhouette add a more retro feel.

Shirts again work as great colour vehicles for the new levels of dull red, rich green and mustard in the palette. Fabrics are clean, simple and solidly dyed. Again, there are retro styling elements coming through, in particular in the form of the essential revere collared shirt.

In keeping with the smartness of the overall look bottoms are kept to simple chinos and chinos shorts with stretch fabrics and extra slim cuts helping to modernize this area.

For accessories it's all about the idea of "Modern Retro" with canvas and coloured leather backpacks in trend colours working well with suede desert boots or the even newer crepe soled suede Chelsea boots. Outfits can be finished off with one of the current must-have ultra-cleanly styled watches, following the lead of such watch brands as Uniform Wares and Simple Watch.





Modern Retro Rucksacks

Clean Summer Parkas

Coloured Chino Shorts

Knitted Polo Shirts

Revere Collared Shirts

Clean Urban Hiking Jackets

Solid Coloured Shirts

Luxe Leather Backpack

Modern Macs

Fall Collared Harringtons

Suede Chelsea Boots

Coloured Desert Boots

Luxe Crew - Neck T's

Modern Retro Watches

Coloured Stretch Chinos

Zip-Thru Cotton Knitwear

Textured Crew Neck Knits

Smart Bomber Jackets

Colour



Key Items



Modern Mac



Clean Summer Parka



Fall Collared Harrington



Minimal "Hiking" Jacket



Zip Thru Knitwear



Textured Crew Jumpers



Long Sleeved Polos



Trophy Neck Polos



Solid Coloured Shirts



Revere Collared Shirts



Luxury T-Shirt



Coloured Stretch Chinos



Coloured Chino Shorts

Accessories



"Modern" Retro Backpacks
Mid Century Modern



Luxury Leather Backpacks



Coloured Desert Boots



Crepe Soled Chelsea Boots



Modern Retro Watches

THE ARMY GYM
DEBENHAMS S/S18 MENSWEAR TRENDS

S/S18 MENSWEAR TRENDS

THE ARMY GYM

For this spring our autumn / winter “Survivalist” trend develops into a very easy to wear, broad appeal casualwear look with a slightly vintage sportswear feel.

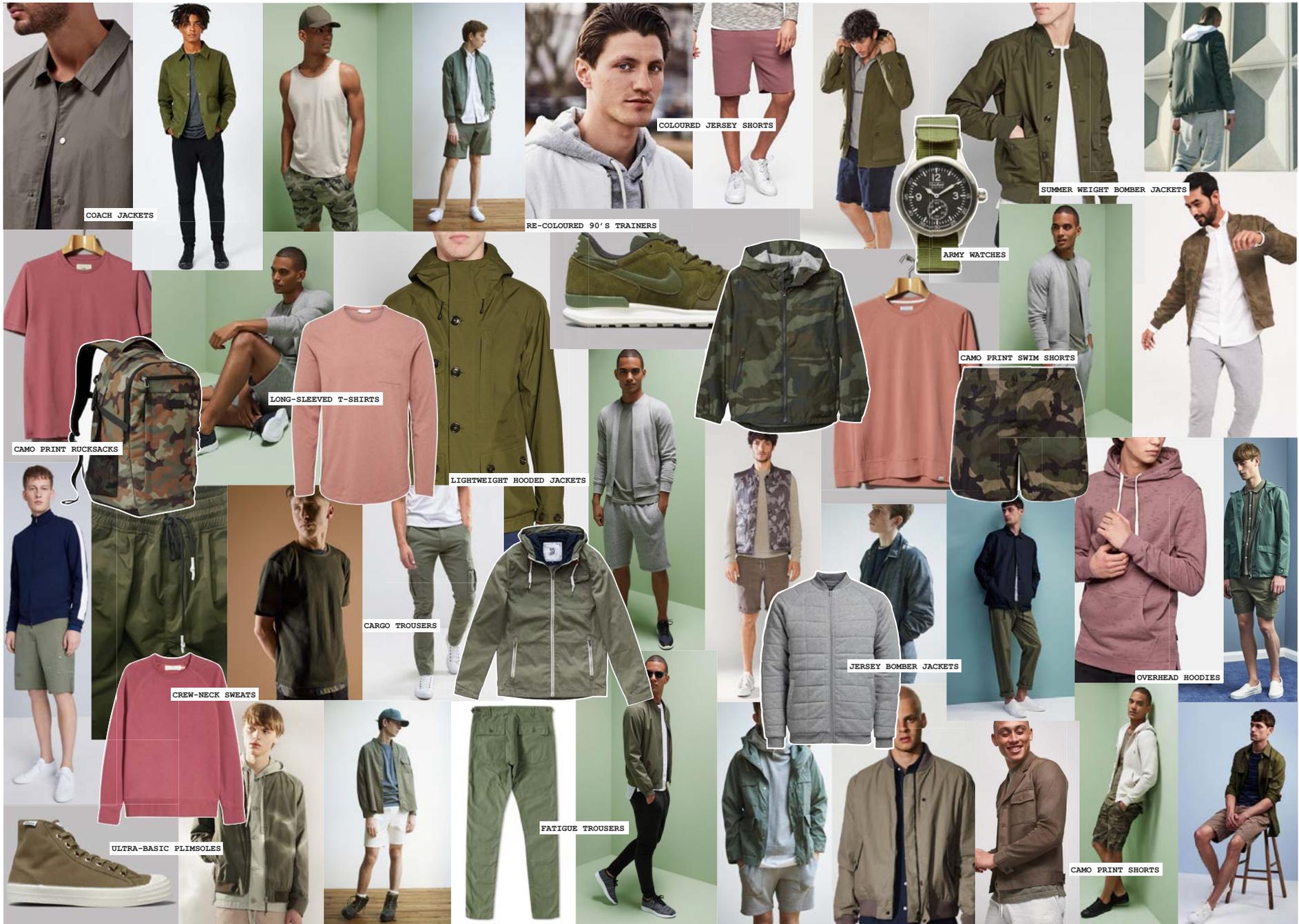
It's a straightforward mix of army surplus influenced; modern, functional woven pieces with more retro inspired jersey wear staples. Colours are also heavily influenced by the ongoing army surplus theme but are worn in a casual layered way with classic gymnasium wear shades of grey marl and with the addition of pieces in dull, dusty shades of this season's key fashion colour – pink.

Crisp cottons in ripstop or reversed twill weaves are perfect for simple unlined outerwear pieces with their styling's referencing both the military side of the trend, lightweight parkas and bomber jackets, and the sportswear side with coach jackets and simple hooded styles. Jersey is to be found in t-shirt and sweatshirt weights in simple layering shapes and in pique and waffle effects as zip thru bomber jackets and track tops. Where knitwear is included it's in the form of sweatshirt styled crew necks.

Cargo shorts and trousers are still relevant but looking even newer are fatigue styles with front and back patch pockets only. Camouflage prints look best on shorts and feel right again, particularly when used on swim-shorts.

Camouflage prints also lend themselves well to accessories, in particular on rucksacks, which is a key look, we've seen coming through for a while. In keeping with the retro gymnasium idea of the trend re-issue style trainers and ultra-basic plimsols look great re-coloured in army greens. Army watches add the finishing touch.





COACH JACKETS

COLOURED JERSEY SHORTS

SUMMER WEIGHT BOMBER JACKETS

RE-COLOURED 90'S TRAINERS

ARMY WATCHES

LONG-SLEEVED T-SHIRTS

CAMO PRINT SWIM SHORTS

CAMO PRINT RUCKSACKS

LIGHTWEIGHT HOODED JACKETS

JERSEY BOMBER JACKETS

OVERHEAD HOODIES

CARGO TROUSERS

CREW-NECK SWEATS

FATIGUE TROUSERS

CAMO PRINT SHORTS

ULTRA-BASIC FLIMSILES

COLOUR



KEY ITEMS



COACH JACKET



LIGHTWEIGHT HOODED JACKET



COTTON SUMMER PARKA



JERSEY BOMBER JACKET



"CRUNCHY" SYNTHETIC BOMBER



ZIP THRU TRACK TOP



OVERHEAD HOODIE



CREW-NECK SWEAT



LONG SLEEVED T-SHIRTS



COLOURED JERSEY SHORTS



FATIGUE TROUSERS AND SHORTS



CAMO PRINT SHORTS



CAMO PRINT SWIN SHORTS

ACCESSORIES



CAMO PRINT BACKPACKS



RETRO GYM BAGS



COLOURED 90'S TRAINERS



ULTRA BASIC PLIMSOLES



ARMY WATCHES

Spring Retro

DEBENHAMS S/S18 MENSWEAR TRENDS

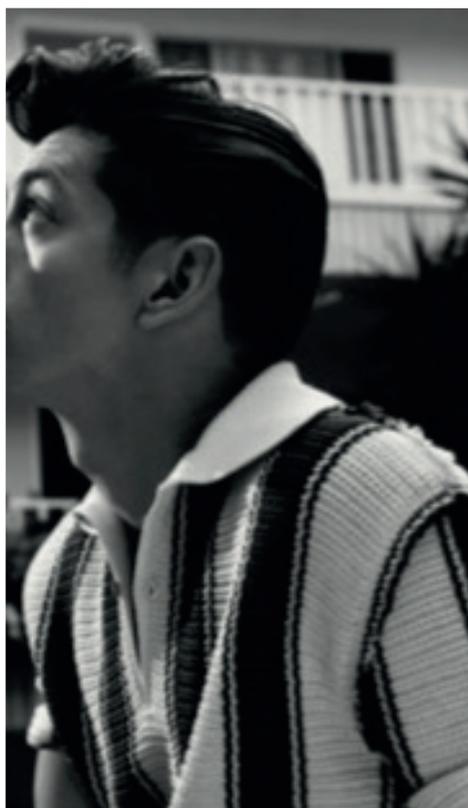
S/S18 MENSWEAR TRENDS

Spring Retro

Spring Retro combines timeless styles with elements of colour and print reminiscent of the fifties.

Trophy neck polo's or conversational printed shirts are worn with a slim fit chino or straight fit jeans. Vertical block stripes appear on shirts and knitwear worn under an authentic check lined Harrington jacket in new seasonal colours. As high summer approaches tipped polo's are paired with flat front chino shorts, and accessorized with a PU bowling bag, wayfarer style sunglasses and loafers - don't forget the instant camera to complete the look.

A muted palette of browns, pinks, blues and yellow reinforce the retro 50's feel.



COLOUR



KEY ITEMS



COLOURED HARRINGTON



TRUCKER JACKET



KNITTED POLOS



V NECK KNITWEAR



RETRO TIPPING



LONG SLEEVE POLO



SLIM FIT TAILORING



50s PRINTED SHIRTS



VERTICAL STRIPES



REVERE COLLARS



RETRO TIPPING



SLIM FIT CHINO



REGULAR FIT DENIM

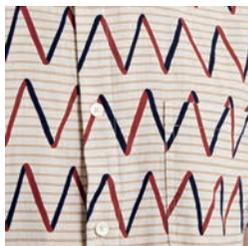


CHINO SHORT

GRAPHICS



50'S CONVERSATIONAL



RETRO PATTERN

ACCESSORIES



BOWLING BAG



RAYBANS



INSTANT CAMERAS



DRIVING SHOES



LOAFERS
S/S18 Menswear

SUMMER MONOCHROME

DEBENHAMS S/S18 MENSWEAR TRENDS

S/S18 MENSWEAR TRENDS

SUMMER MONOCHROME

Summer monochrome provides a clear message, black and white but never grey. A smart well considered trend that comprises of clean silhouettes, within a refined monochrome palette.

A pure palette of black and white is used throughout and the colours are contrasted against each other in a play of light and dark. A yin and yang take on black and white is used through outfit colour blocking and statement head to toe white and head to toe black outfits are essential for this trend.

Linen is a key fabric message within this story. Classic shapes including the fall collar Harrington and SB jacket are updated into a linen blend, offering newness and textural interest to a classic shape. The natural, slubby look continues into jersey resort collar polo's and luxury tees.

Smart 4 pocket jackets and fabric interest bomber jackets are matched with slim fit trousers, worn with monochrome jacquard jersey polo's or fine gauge knitwear.

Sharp small-scale graphic prints are essential on shirting, ranging from ditsy florals to mini geos to broken mono checks. Classic gingham and windowpane checks are updated in shirting through scale and texture. Hombre stripes and textured stripes are an essential update for smart polo's and luxury tees.

Chelsea boots are a must have this season and can be seen here in black leather, with smart white trainers also being a key piece. Pattern pops can be seen on pocket squares and black leather accessories including saffiano leather briefcases and luxurious rucksacks complete the look.



LUXURY KNITTED POLO



UPDATED GINGHAM CHECKS



TEXTURED JERSEY STRIPES



LIGHTWEIGHT SUMMER SCARVES



LINEN BLEND FALL COLLAR HARRI



UPDATED CHECKED SHIRTS



ACETATE SUNGLASSES



LINEN MIX SB JACKET



MONO FLORAL PRINTS



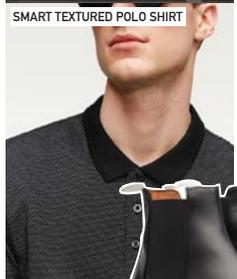
SLIM FIT TAILORED TROUSERS



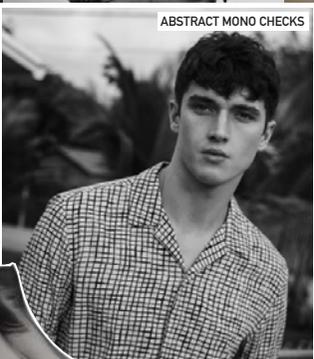
SUMMER LEATHER BOMBER



RESORT COLLAR JERSEY



SMART TEXTURED POLO SHIRT



ABSTRACT MONO CHECKS



SMART 4 POCKET JACKET



LEATHER CHELSEA BOOTS



HEAD TO TOE WHITE OUTFITS



ABSTRACT MINI GEO PRINTS



OMBRE STRIPE JERSEY



SMART WHITE TRAINERS



SAFFIANO LEATHER BRIEFCASE



SMART LONG SLEEVED POLO



LUXURY TECHNICAL TRAINERS



SUMMER MONOCHROME

COLOUR



KEY ITEMS



LINEN BLEND FALL COLLAR
HARRINGTON



LINEN MIX SB JACKET



SMART 4 POCKET



SMART PU/LEATHER
BOMBER JACKET



SLIM FIT SMART
TROUSERS



MONOCHROME
PRINTED GEO SHIRT



UPDATED
CHECKED SHIRT

GRAPHICS/PRINTS



SMART KNITTED
POLO



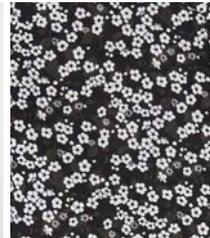
LONG
SLEEVED POLO



SMART MONO
JACQUARD JERSEY



LINEN BLEND
JERSEY



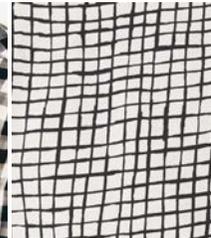
MONOCHROME DITSY
FLORALS



MINI GEO
PRINTS



RE-INVENTED
GINGHAMS



BROKEN MONO
CHECKS



UPDATED/OMBRE
STRIPES

ACCESSORIES



LEATHER CHELSEA
BOOTS



SMART WHITE
TRAINER



LUXURY TECH
TRAINERS



LINEN BLEND
SUMMER SCARF



PATTERNED POCKET
SQUARE



CLEAN LEATHER
BRIEFCASE



SMART BLACK
LEATHER RUCKSACK



ACETATE
SUNGLASSES

SUMMER MONOCHROME

S/S18 Menswear

HOLIDAY BLUES

DEBENHAMS S/S18 MENSWEAR TRENDS

S/S18 MENSWEAR TRENDS

HOLIDAY BLUES

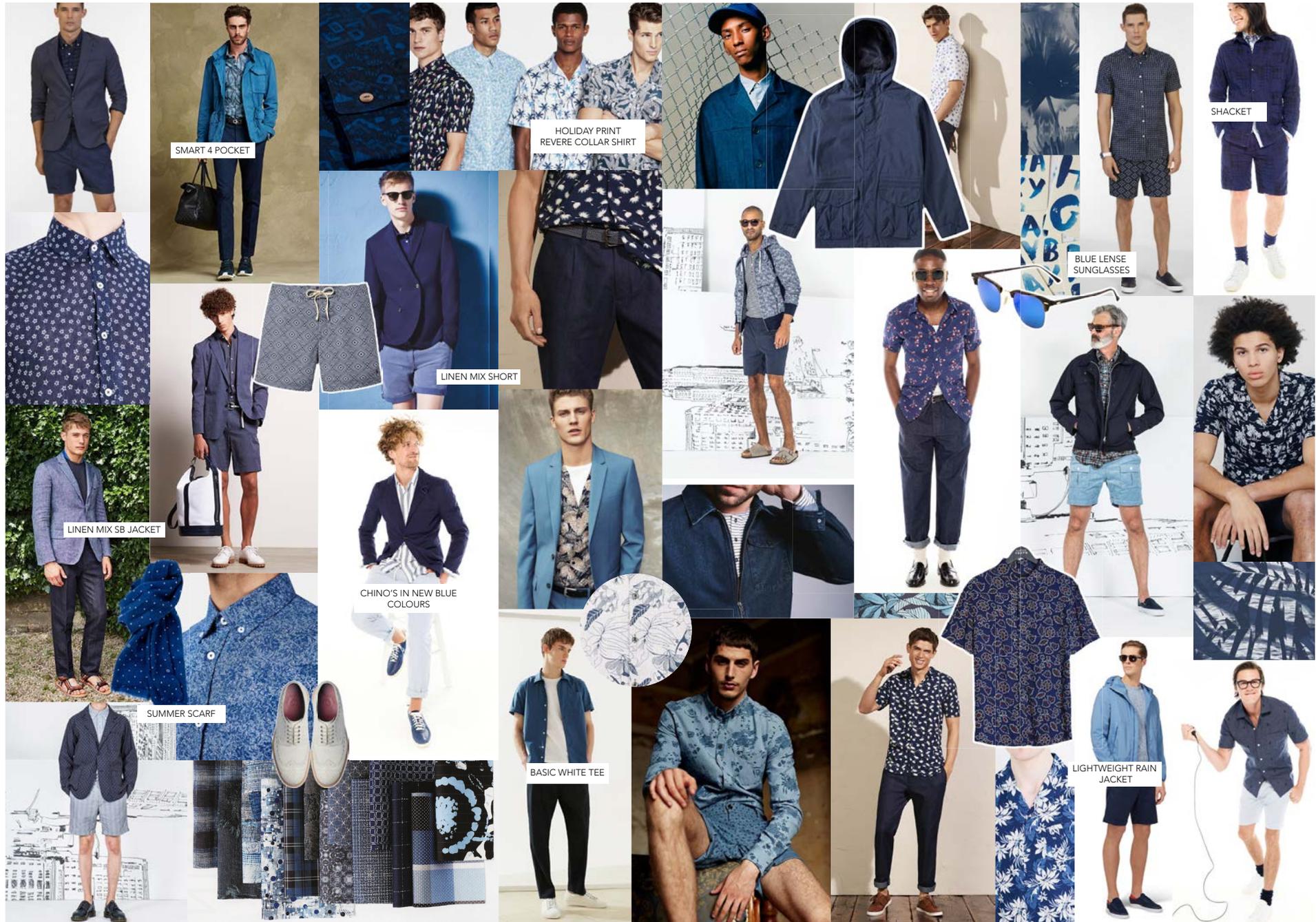
Holiday Blues is a smart/casual trend featuring a classic summer holiday wardrobe, revamped in 'new blues' and linen fabrication.

The silhouette is clean & refined. Classic white tees are worn under printed shirts paired with smart chinos in exciting new blues. Deconstructed linen blazers are layered over chambray print shirts, styled with relaxed linen shorts and white Formal constructed footwear.

Linen mixes are key to achieving the overall raw and relaxed look for this trend. There are faded tonalities to consider and cross-dyed wovens that alter colour and texture. Fun holiday prints and fluid inky graphics appear on revere collar shirts and jersey.

There is a strong blue statement for SS18 ranging from bright and vibrant blues through to functional mid blues and new navy's. The idea of reinventing the ever present and somewhat tired blue palette is key to this trend and is apparent that all areas of the industry are experimenting with fresh new blues for the season.





SMART 4 POCKET

HOLIDAY PRINT REVERSE COLLAR SHIRT

SHACKET

BLUE LENSE SUNGLASSES

LINEN MIX SHORT

LINEN MIX SB JACKET

CHINO'S IN NEW BLUE COLOURS

SUMMER SCARF

BASIC WHITE TEE

LIGHTWEIGHT RAIN JACKET

HOLIDAY BLUES

COLOUR



KEY ITEMS



SMART 4 POCKET



SB JACKET IN NEW BLUES



LINEN MIX SB JACKET



LIGHTWEIGHT RAIN JACKET



CHAMBRAY BASE PRINTED SHIRT



SHACKET



BASIC WHITE TEE



POLO'S IN NEW BLUES

GRAPHICS/PRINTS/FABRICS



CHINO'S IN NEW BLUE COLOURS



SMART CHINO SHORT



LINEN MIX SHORT



CARGO SHORT



GRAPHIC TEE



HOLIDAY PRINT REVERSE COLLAR SHIRT



GEO PRINT SWIMS



COTTON LINEN/LINEN LOOK FABRIC

ACCESSORIES



WEEKEND HOLDALL



BLUE LENSE SUNGLASSES



SUMMER SCARF



WHITE GRENSON SHOE

HOLIDAY BLUES

Pale And Functional

DEBENHAMS S/S18 MENSWEAR TRENDS

S/S18 MENSWEAR TRENDS

Pale and Functional

In this trend a younger, sportswear influenced wardrobe is brought right up to date with the use of a brand new pastel colour palette the use of which has been seen coming through in the ranges of many of the more directional casualwear collections in the UK and Europe.

These pale yet vibrant colours are grounded though with liberal use of shades of white, itself feeling very new again, and the palest of greys. Colours are used within outfits as simple blocks. Pattern is at a minimal. The idea of head to toe white dressing is also visible here and can provide a very powerful visual aesthetic.

Fabrications are simple yet with an either traditional sportswear feel, loopback jersey is key, or with cottons and synthetics given a more technical feel with “paper touch” finishes in particular.

Garment types show a wearable modern sportswear influence. Lightweight jackets have either multiple pockets or are ultra simple and stripped back. Jersey layers are ideal for simple statement colour pieces as are cleanly cut chinos and jersey shorts with these also feeling very new in plain white.

Shirts and knitwear are less important to this trend in keeping with its sportswear roots. Accessories however add important accents, with cleaner, more technical rucksacks and re-coloured 90's trainer re-issues being key.





Pale And Functional

S/S18 Menswear

Colour



Key Items



Hooded Technical Jackets



Rubber Coated
Jackets



Multi Pocket
Parkas



"Crunchy" Synthetic
Bombers



Coloured Crew
Sweats



Lightweight
Hoodies



Coloured Crew
T-Shirts



White Shorts



Coloured Stretch Chinos



White Denim



Pastel Swim
Shorts

Accessories



Technical Backpacks



Coloured 90's
Trainers



Hi-Tec Woven
Trainers



Monochrome Watches



VENICE BEACH

DEBENHAMS S/S18 MENSWEAR TRENDS

S/S18 MENSWEAR TRENDS

VENICE BEACH

Venice Beach offers a refreshing take on a summer casual trend, taking influence from California beach life and modern skateboarding style. This summer grunge trend offers uncomplicated essentials, built up into layered outfits for a young fashion market.

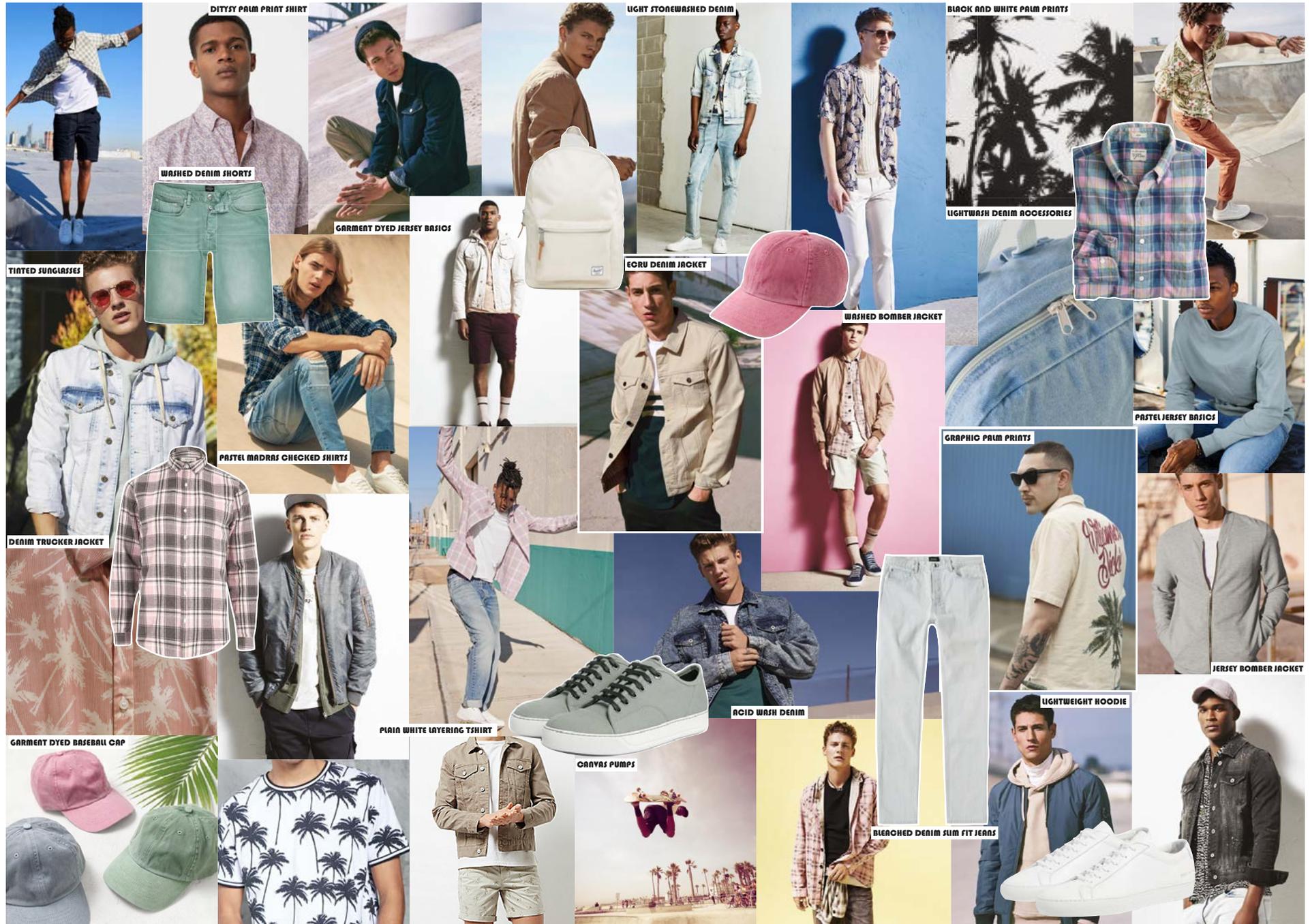
A fresh summer palette of pastel pinks, mint greens and pale blues are complimented by accents of white, ecru and muted greys, accentuated by shades of blue through an array of denim washes.

Vintage palm prints are updated into a monochrome palette giving them more of a graphic edge, which can be seen particularly within shirting and jersey. Checked shirts are key, madras checks are updated into the summer pastel palette giving them a fresh overall look.

Bleached denim is a must for this story, within jackets as well as trousers and shorts, with the washed denim trucker jacket being a statement piece. Washed bomber jackets are worn over long sleeved checked shirts, layered over a classic plain white tee or a pastel crew neck, paired with light-washed denim shorts.

Canvas trainers and white pumps are key, and classic baseball caps are washed or garment dyed complimenting the relaxed feel of this trend. Denim washes continue into the simple rucksacks, with tinted sunglasses completing the look.





COLOUR



KEY ITEMS



Denim Trucker Jacket



Washed Bomber Jacket



Jersey Bomber Jacket



Bleached Denim Jeans



Denim Shorts



GRAPHICS/PRINTS



Long Sleeve Checked Shirt



Jersey Basics in Pastels



Plain White T-Shirt



Lightweight Hoodie



Summer Madras Checks



Graphic Palm Prints



ACCESSORIES



Canvas Trainers



Garment Dyed Baseball Cap



Washed Denim Backpack



Re-fined Rucksack



Tinted Sunglasses

NEW NAUTICAL

DEBENHAMS S/S18 MENSWEAR TRENDS

S/S18 MENSWEAR TRENDS

NEW NAUTICAL

New Nautical is exactly as the name implies...a new interpretation of the classic spring summer nautical trend. Newness is injected via colour, simplified graphics, polka dots, updated stripes and modern clean accessories.

A traditional nautical palette of navy, white and ecru is lengthened with tomato reds, true blues and refreshed whites and yellow highlights. Classically stripes are key for this trend however they are showing through in a more refreshed way - Vertical, Pinstripes, yoke and cuff placements. The traditional Breton is updated by broken lines, wider blocks and pop colours.

A smart-casual aesthetic is achieved via lightweight shell jackets in key solid colours – white, red & blue. The red Harrington is also a key statement piece injecting bold colour to a traditionally blue trend. Under layers consist of lightweight knitwear with placement stripe details and the classic pin-stripe. Short sleeve shirts form a huge statement for this spring trend with pyjama stripes, vertical stripes and polka dot interest. Jersey fabrications consist of new and classic Bretons where as bottoms follow a more classic look with the slim fit chino and tailored chino short.

Nautical graphics are more naive and simplified and sit alongside conversational large scale and micro scale polka dots adding another dimension and interest within prints and fabric.

Hybrid deck shoes with recycled rubber soles provide a modernized upgrade to the classic boat shoe teamed with fun conversational socks. A nod to nautical heritage is achieved with the classic linen neckerchief, complimented with the on trend white rucksack or classic daypack.



COLOUR



KEY ITEMS



RED HARRINGTON



SHELL JACKET



LIGHTWEIGHT KNIT



PINSTRIPED KNITWEAR



PYJAMA STRIPE SHIRT



SHORT SLEEVE SHIRT



UPDATED BRETON TEE



SLIM FIT CHINO



TAILORED CHINO SHORT

PRINT/GRAPHICS/FABRIC



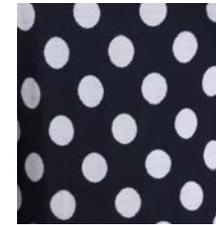
VERTICAL STRIPES



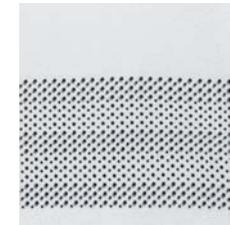
YELLOW HIGHLIGHT STRIPE



SIMPLIFIED NAUTICAL GRAPHIC



LARGE SCALE POLKA DOT



MICRO POLKA DOT

ACCESSORIES



WHITE RUCKSACK



CLASSIC DAY PACK



NECKERCHIEF



BRAIDED BELT



POLKA DOT SOCKS



HYBRID DECK SHOE

NEW NAUTICAL

S/S18 Menswear

Ponte Vecchio Peacocks
DEBENHAMS S/S18 MENSWEAR TRENDS

S/S18 MENSWEAR TRENDS

Ponte Vecchio Peacocks

Ponte Vecchio Peacocks is a dandy trend lifted directly out of Italy and heralds return of the more flamboyant approach to menswear and the ways of dressing – something that has been off the radar for several seasons due to the influx of the so called Skandi / Northern European looks and brands. The key silhouettes are tailoring and formalwear based – classic shapes but delivered in considered fabrics and the not so obvious colour combinations. Classic detailing like AMF stitching and internal Columbia stitch add to the authenticity. The British artist David Hockney stands out as icon here for colour and eclectic wardrobe mix.

Seersucker continues to deliver as an essential fabric on tailoring and shirting. Summer statement heritage checks are the norm – and not for the faint hearted – subtle is not an option. Linen and linen blends are really important for drape and hand feel – new blends with wool and viscose give fabric weight and texture.

In the centre of all this is the classic navy blazer - the essential item – How it is interpreted is key – white shell buttons, gold club buttons, deconstructed – a lot of new ways to deliver a classic.

Multi-pleat trousers and chinos sit along coloured smart trousers. The colours aren't crazy but different – classic navy replaced by cobalt blues – everything is just slight off centre – that is what makes this trend different. Again the classic item – the white shirt stands in the centre of the all these off-centre colours and grounds the look.

Jersey is classic – with formal constructed collars – referencing the shirts in the wardrobe. Knitwear – when it appears is used as a simple coloured layering piece.

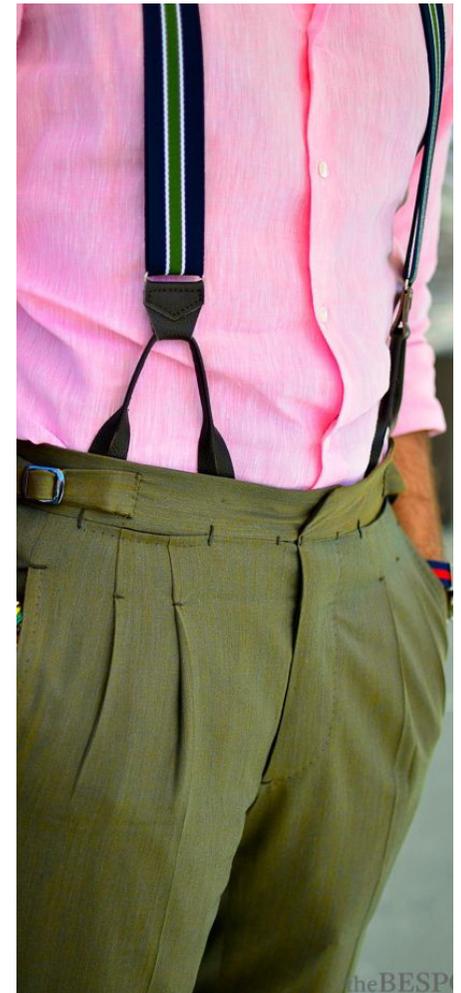
Accessories go to town with bright colours in silks and cotton blends – knitted ties give depth, texture and an element of informality in this wardrobe of classics. Prints are vintage inspired and are used in bright colours and combinations – they can use from hanks to even holiday shirts and jersey.

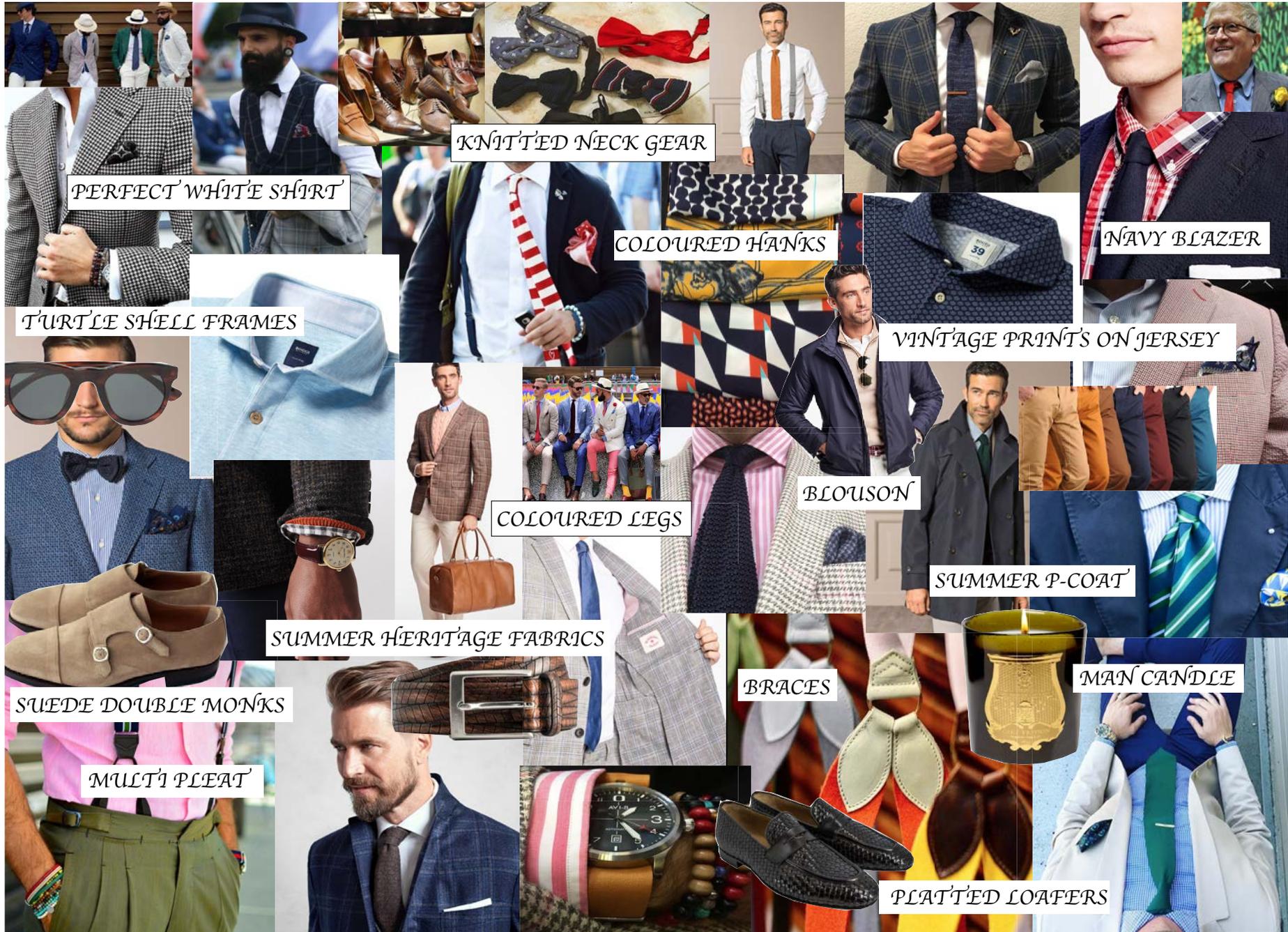
Even braces return – coloured of course!

Artisan leather goods have a burnished, hand finished approach. Hand stitched and hand polished belts and shoes shows the time and dedication to the craft of the workman.

Suede double monks and platted loafers give the new approach to every day classics from the gents shoe wardrobe. To add to the hand finish workshop smell – a man candle – with a combination of tobacco and leather.

The palette is mixed but not clashy – pink and reds mixed with blues and orange. The skill is mixing them all together but on what scale – A navy blazer can look very colourful with the right shirt, tie and pocket hank combination.





PERFECT WHITE SHIRT

KNITTED NECK GEAR

COLOURED HANKS

NAVY BLAZER

TURTLE SHELL FRAMES

VINTAGE PRINTS ON JERSEY

BLOUSON

COLOURED LEGS

SUMMER P-COAT

SUMMER HERITAGE FABRICS

SUEDE DOUBLE MONKS

BRACES

MAN CANDLE

MULTI PLEAT

PLATTED LOAFERS

COLOUR



KEY ITEMS



NAVY BLAZER



SUMMER HERITAGE 2BUTTON



SUMMER P-COATS



BLOUSON



MULTI PLEAT TRS
ACCESSORIES

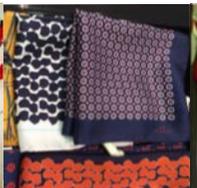
COLOURED SMART LEGS



FORMAL CONSTRUCTED CITY STRIPES
POLOS



PERFECT
WHITE SHIRT



BRIGHTS- TIES /HANKS /BOWS/BRACES



BURNISHED
LEATHER



PLATTED
LOAFERS



SUEDE DOUBLE
MONKS



TURTLE
SHELL

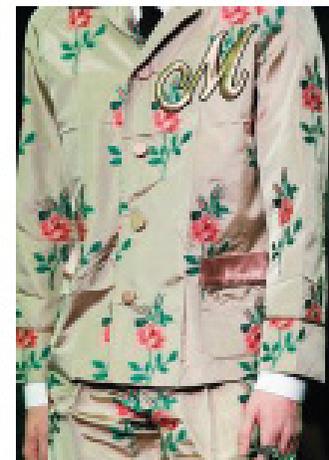


MAN
CANDLE
S/S18 Menswear

GRAPHICS DIRECTIONS

DEBENHAMS S/S18 MENSWEAR

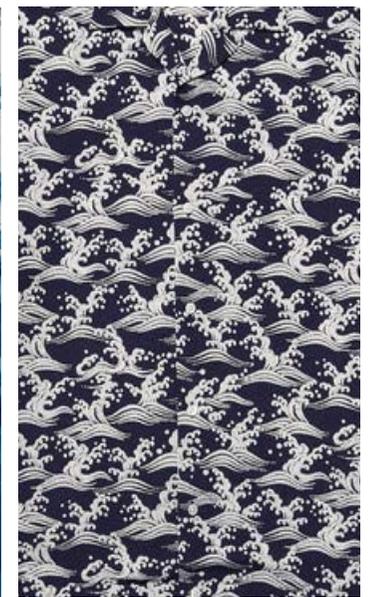
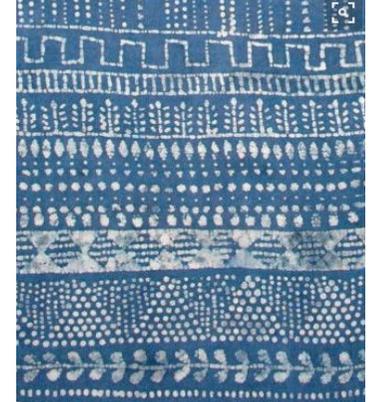
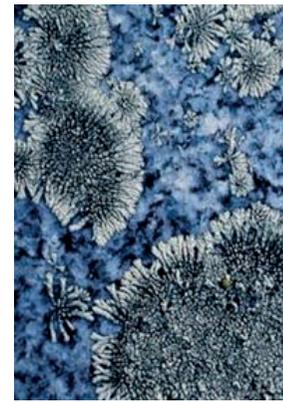
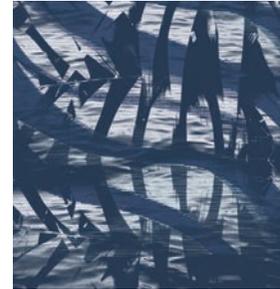
HERITAGE FLOWERS



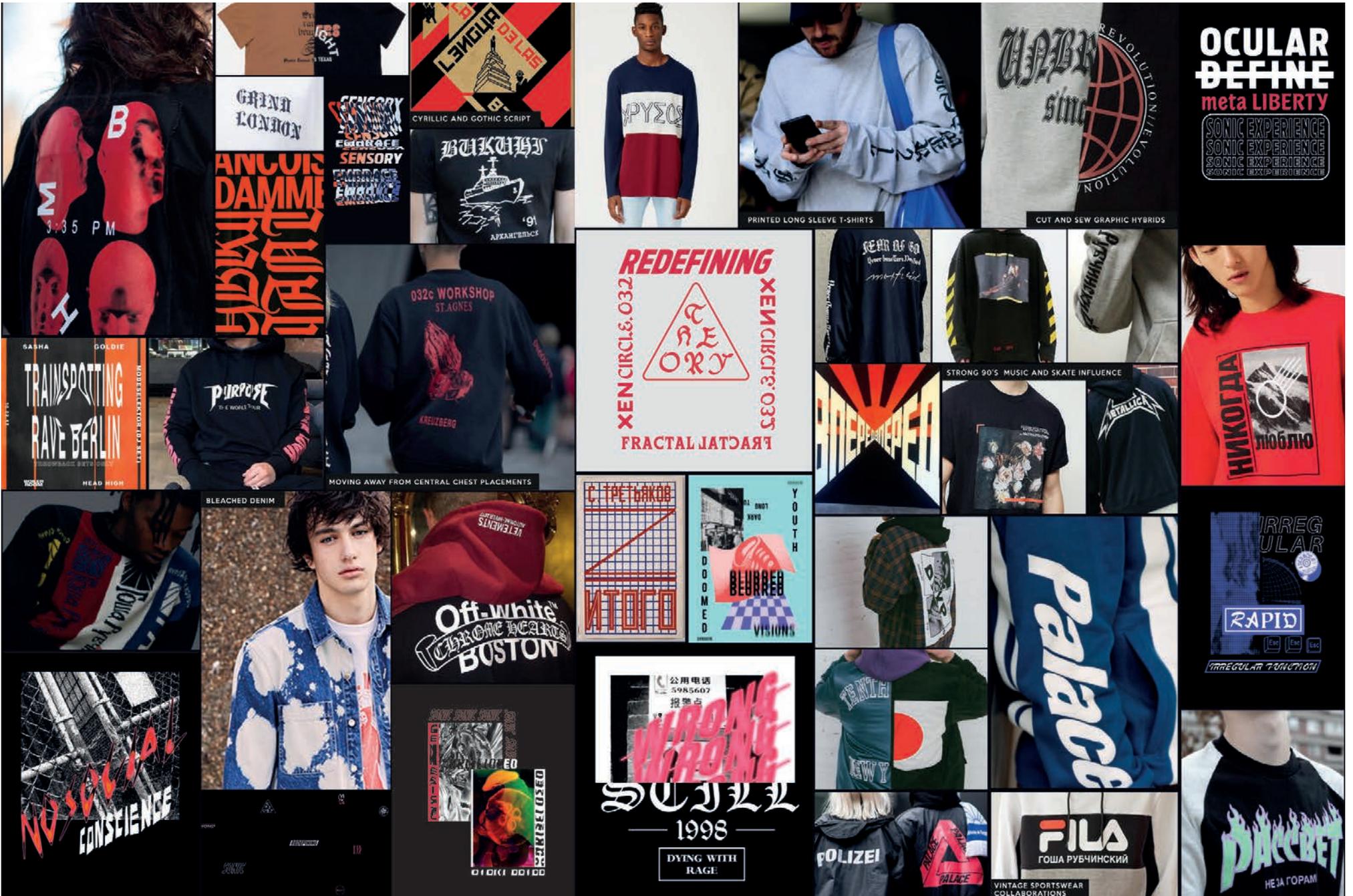
CONTEMPORARY CAMO



HOLIDAYS BLUES



SOVIET STREETWEAR



**OCULAR
DEFINE**
meta LIBERTY

SONIC EXPERIENCE
SONIC EXPERIENCE
SONIC EXPERIENCE

CYRILLIC AND GOTHIC SCRIPT

PRINTED LONG SLEEVE T-SHIRTS

CUT AND SEW GRAPHIC HYBRIDS

032c WORKSHOP
ST. AGNES
KREUZBERG

REDEFINING
XENCIRCLE.032
XENCIRCLE.033
FRACTAL JATPAAL
C
A
E
O
R
Y

STRONG 90'S MUSIC AND SKATE INFLUENCE

MOVING AWAY FROM CENTRAL CHEST PLACEMENTS

BLEACHED DENIM

С ПЕРЕКЛЮКОМ
YOUTH
DOOMED
BLURRED
VISIONS
ВТОРОГО

Off-white™
TECHNOIC ACRES
BOSTON

公用电话
5985607
报单点
WRONG
WRONG
SUZZL
1998
DYING WITH RAGE

FILA
ГОША РУБЧИНСКИЙ

VINTAGE SPORTSWEAR COLLABORATIONS

IRREGULAR
RAPID
IRREGULAR TOLUTION

ДАКРЕТ
НЕ ЖА ГОРАМ

BOTANICAL



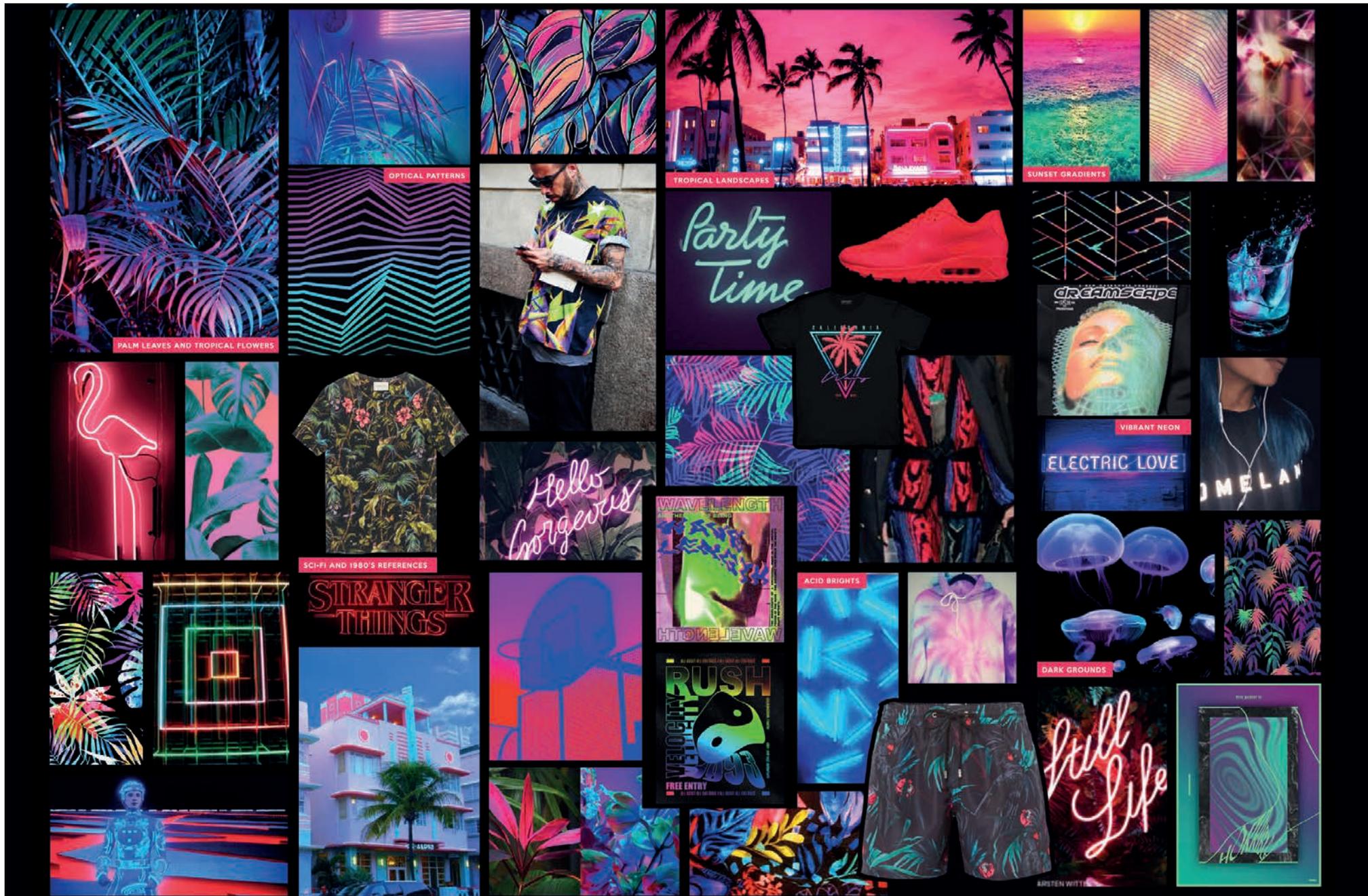
DELICATE VINE PRINTS

TRELLISES AND SMALL SCALE MOTIFS

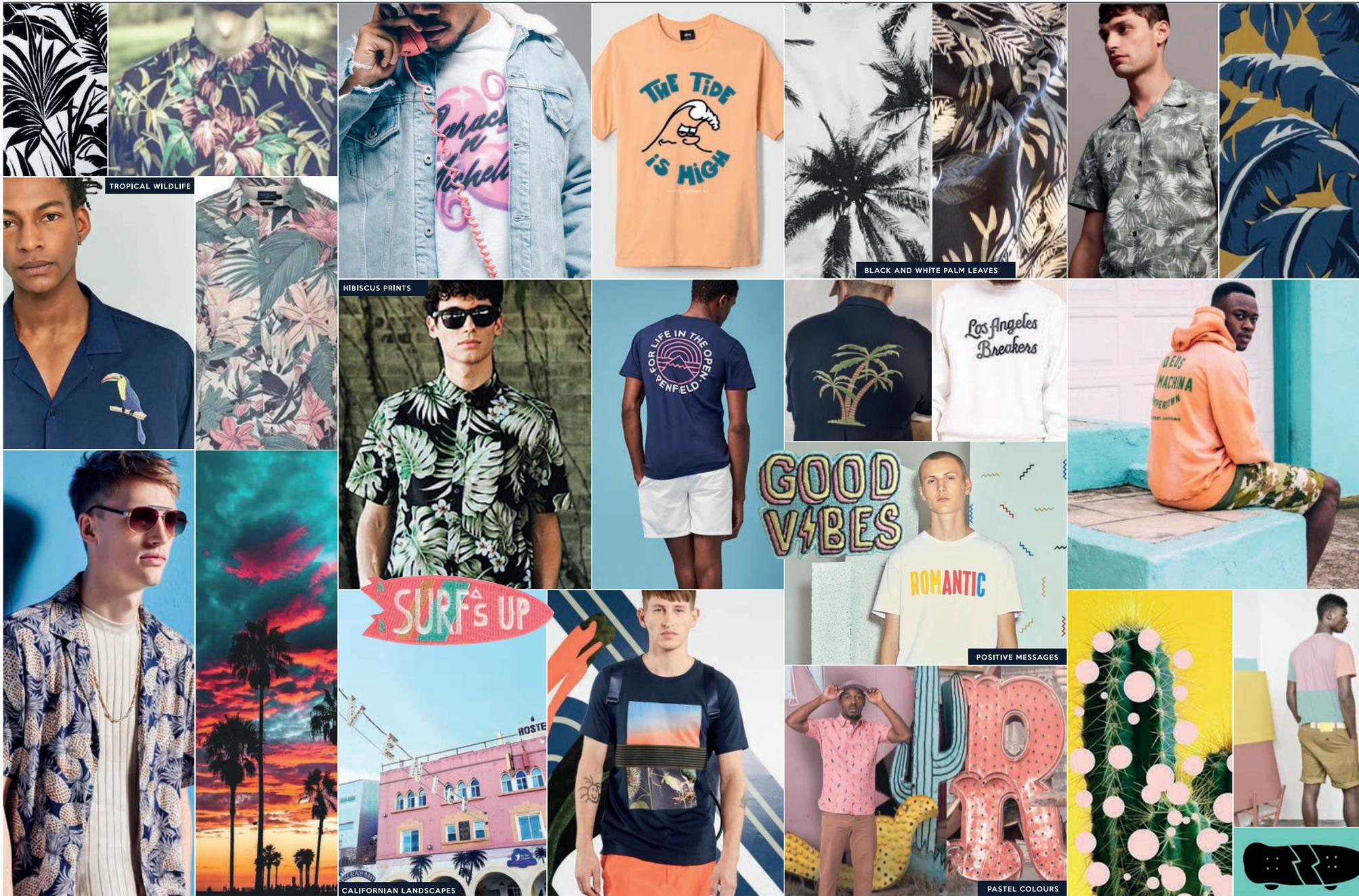
CLASSIC ENGLISH CHINTZES

MIXED BOTANICAL/TROPICAL PRINT

MIAMI NIGHTS



VENICE BEACH



TROPICAL WILDLIFE

HIBISCUS PRINTS

BLACK AND WHITE PALM LEAVES

POSITIVE MESSAGES

PASTEL COLOURS

CALIFORNIAN LANDSCAPES