

This season menswear offers everything from delicate and androgynous to energetic and masculine. Even so, influences from sportswear are still omnipresent this season.

The growing interest in looks and themes that join individuality, style and zeitgeist is apparent. Minimalism is cautiously and steadily becoming a counter-trend to the more recent bouts of fashion excess.



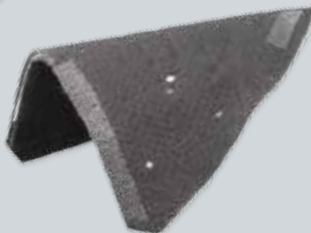
SP 791 092
soap elastic' touch



SP 793 100



SP 791 115



SP 792 979

Menswear collection

2018/2019



trend

“Flash back” is a trend that embodies the liaison between luxury and hard rock.

Detailed surface designs create an appealing look, for example with small graphic and geometric patterns embossed in leather.



SP 777 734



SP 767 772



SP 763 495



SP 793 101



SP 889 514



extravagant

Roomy and slightly longer-cut coats keep their balanced proportions thanks to accentuated shoulders.

The fabrics can be anywhere between rustic and luxurious, yet the colours remain predominantly monochrome.



SP 792 980

made of 80% recycling materials



SP 771 460



SP 792 986

laminated nonwoven/
canvas material



SP 792 463



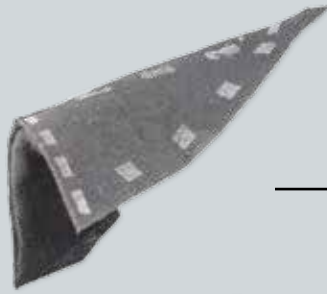
SP 792 998



classic

Clear cuts and a hint of rebellion modernise this classic segment. Now men wear soft polo necks or casual wool sweaters instead of elegant sports coats.

The shoulders retain their classic, clearly defined style and the wearer is still “dressed like a gentleman”.



SP 766 605



SP 791 074



SP 792 743



SP 793 104
soap elastic' touch



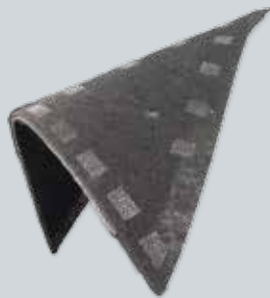
SP 767 411



casual

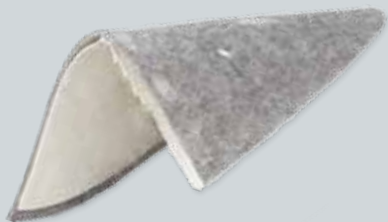
This season's casual segment would not be complete without the sporty, short-cut duffel coat.

Retro/modern elements add allure to otherwise relaxed, neat silhouettes with rounded shoulders, while details such as buckles and metal rings create striking accents.



SP 792 981

soap elastic' touch



SP 792 997



SP 792 999

soap elastic' touch



SP 792 994



SP 792 985

laminated nonwoven/
canvas material



modern

Suits boast smart, yet fashionable casualness in modern tweed interpretations made of fine wool and cashmere blends.

The unconventional fabrics exude a relaxed air – completely in line with the “future comfort” trend.

Nevertheless, the modern, close fit still casts a slim silhouette.