

Monday, 19 November 2018



**SURIA
KLCC**

DRESS TO IMPRESS

Visit Suria KLCC's Men's Gallery — the first of its kind in a shopping mall in Malaysia — for the latest in men's fashion and grooming

As far as fashion and grooming for men go, the Men's Gallery at Suria KLCC is a treasure trove of well-known brands, and is bound to leave one spoilt for choice. If you ever need a reason to shop, or simply wish to treat yourself to something nice, the sheer range available here will give you plenty of options. The Men's Gallery is everything a fashion savvy, style conscious man wants and needs, and then some.

Over 36,000 sq ft of the mall's first floor has been transformed into a showcase of the latest in men's fashion and grooming, featuring brands such as Dunhill, Michael Kors, Dior Homme, Boggi Milano, Brooks Brothers, Hugo Boss, Coach Men, Bally and Fendi. The wide range of offerings includes apparel, bags, accessories and gadgets that meet all aspects of a man's daily life, be it for the office, a casual setting or outdoor activities. A seamless shopping experience, it offers a multitude of options for every style preference. Suria KLCC's "Always Something New!" tagline and the increasing demand for men's fashion and grooming led to the setting up of the country's first Men's Gallery at the shopping mall, offering a plethora of men's preferred brands under one roof.

"Men's fashion has seen a remarkable evolution from conventional brands to designer labels, creating a lifestyle wardrobe for men that includes everything from office attire to leisure and outdoor wear. Today, men look at dressing fashionably as a form of self-expression and designer clothing as part of their personality and character, a visual representation of who they are. As such, the creation of the Men's Gallery at Suria KLCC will help satisfy the growing demand for the latest fashion for men," says Suria KLCC Sdn Bhd executive director and CEO Andrew Brien.

The introduction of the Men's Gallery corresponds with the global trend of men not only becoming increasingly fashion forward, but highly selective when it comes to their fashion choices. Naturally, fashion and grooming brands have answered the call to cater for this segment. The men's grooming industry has become one of the fastest growing sectors of the beauty market worldwide.

Considering the steady increase in demand and the many brands catering for men's needs, Suria KLCC is already planning to expand the gallery in the near future, incorporating more brands and products that appeal to the discerning gentleman.

A sneak peek at what's new at the Men's Gallery

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1 HUGO BOSS

For the star athlete

Fall/winter 2018 draws upon the Imagery and Icons of New York, the city that inspired this collection. Amalgamating the brand's superior tailoring and craftsmanship with a versatile athleisure influence has resulted in oversized capes that double as cover-ups and the popular backpack reworked in rich leather.

2 COACH

For a dash of dark romance

Intertwining the toughness of the bustling Big Apple and the mystery of the American Southwest, Coach's fall collection this year basks in spectral charm. In tandem with its Goth theme, this season's pieces showcase jagged edges, mystical symbols, whip stitching, thorny roses, found objects and feathers.

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3 FENDI

For the avid globetrotter

Catering for the travel enthusiast, the fall/winter 2018 collection has everything a globetrotting man needs — from the luggage he packs them in to the comfortable, travel-friendly clothing and shoes he puts on. Think reversible pieces — square jackets, lounge suits, rubber anoraks and glazed coats — which are creative ways to double the use of one piece of clothing and reduce the weight of one's luggage when on the move.

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4 ALFRED DUNHILL

For the classic man

The autumn/winter 2018 collection is all about the various perspectives on the Dunhill man. The British brand finds a contemporary voice this season, merging the timeless and the modern. Vintage leather car interiors are reimagined on glossy puffer jackets with narrow, vertical channels in a nod to retro chic, while leather makes a comeback.

5 BALLY

For the adventurer

Through its autumn/winter 2018 collection, the style of the Bally man who is eager for discovery is retro sportswear, but this depends on where his next adventure will take him. Showcasing trans-seasonal pieces and elements of gender fluidity, the Swiss brand looks to the past for inspiration, as seen in the logos that date back to the early 1920s.

5



6 DIOR HOMME

For the sartorialist

The sartorial finesse that the Dior Homme atelier is renowned for exists symbiotically with elements of urban nostalgia and street style in its winter 2018/2019 collection. Embodying the concept of duality, the classic suit is injected with elements of 1990s tattoo culture while trompe l'oeil layering of knit polo shirts, tank tops and turtleneck sweaters creates ironic compositions of a teenager's wardrobe.

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(Source: The Edge Edit, November Issue, 19 November 2018, Monday)