

THE EDGE™ MARKETS

MAKE BETTER DECISIONS

Monday, 15 October 2018

Op16
OCT 15
2018



ALFRED DUNHILL

CLASSICS WITH CONTEMPORARY FLAIR

In the words of creative director Mark Weston, "The idea of the dunhill man is multiple, not singular. And in turn, so is the idea of Britishness — something crucial to dunhill and the way we approach style here... There is not a single way of being British, there are many; there is classicism and tradition as well as an idea of the contemporary and shifting. In many ways, the campaign is about literally showing these different perspectives at once."

This sentiment is reflected in dunhill's autumn/winter 2018 campaign as a visual metaphor for a multifaceted approach to luxury fashion, masculinity and what defines a British brand respectful of tradition yet finding a new voice in contemporary culture.

This season's collection maintains its timelessness in design and workmanship, traits the brand is famous for, but at the same time seamlessly merging its formal wear with contemporary elements. For example, it suggests pairing a serious suit with sneakers.

In a homage to the retro era, vintage leather car interiors are reimagined on glossy puffer jackets with narrow, vertical channels. Leather makes a comeback in this collection, appearing in the form of formal shirts, pants and boots.



HUGO BOSS

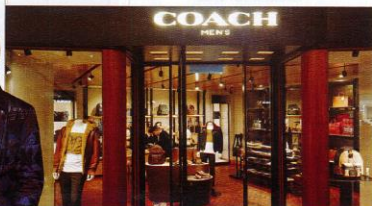
LUXURY ATHLEISURE

Inspired by bustling New York, Hugo Boss offers a unique take on the highly versatile athleisure influence, which runs to the core of its fall/winter 2018 collection. The brand's tailoring and craftsmanship get a sportswear twist as seen with drawstring waists and ribbed cuffs added to neatly tailored pants. The colour palette features shades of grey, blue and brown but highlighted with yellow for that athletic edge.

Drawing ideas from the city's imagery, icons and sport, shoppers can expect to find all-new silhouettes, such as overstated tops and cropped, tapered pants. Padding is another major element of this collection — think voluminous down outerwear and quilted pants in super-soft leather and wool cashmere fabric.

Hugo Boss proves that even sportswear can use a touch of luxe and this is done through elaborate embroidery details. The brand's initials as well as logo patches, featuring plishers and batters, for instance, are cut with precision from rich wool and cashmere before they are stitched onto baseball jackets and sweaters. Meanwhile, oversized capes that double as cover-ups are hand-embroidered with baseball graphics.

The accessories section marries the brand's traditional tailored styles and sport — boots and penny loafers finished with chunky, contrast soles and backpacks reworked in rich leather.



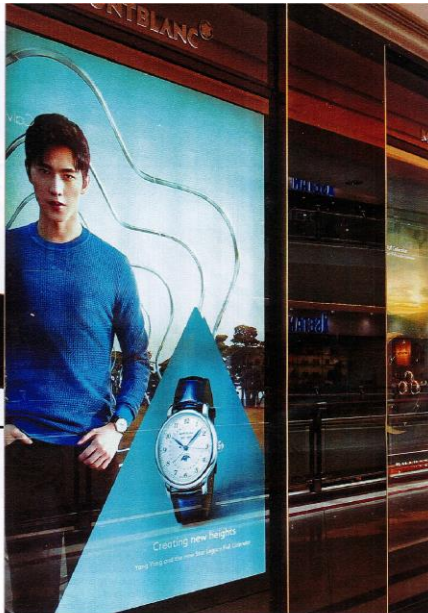
COACH

A TALE OF DARK ROMANCE

An aura of spectral charm envelopes Coach's fall 2018 collection with themes of goth and supernatural toughness making for a twisted, dark romance. Nature is transposed to urban elements, intertwining the toughness of the Big Apple and the mystery of the American Southwest.

The pieces consist of jagged edges, mystical symbols, whip stitching, thorny roses, found objects and feathers. Alluding to its quality craftsmanship and confidence, New York style bandanas prints and denims, alongside hoodies, drip with leather craft. Plus, shearing layers meet embroidered details and the brand's unmistakable Coach pattern.

The collection also introduces the Dreamer Tote, an oversized carry-all featuring the original artwork of Chelsea Champaign. The artist's mystical motifs illustrations appear in tattoo-like form, injecting a punk vibe.



Gentlemen prefer brands

The Men's Gallery in Suria KLCC, the first of its kind in shopping malls in Malaysia, brings shoppers the latest in male fashion and grooming

BY SHALINI YEAP

When it comes to fashion and grooming, the modern man is all for self-expression. He has a sense of style that is unique to him and is particular about self-care, requirements that have in recent times led to a boom in the menswear and grooming sector. Besides giving rise to a thriving industry, this also means more options are now available for the fashion-savvy man.

Suria KLCC recently introduced its Men's Gallery — the first of its kind in shopping malls in Malaysia — the idea for which arose from a growing demand for mens fashion and grooming. Covering about 36,873sq ft of the mall's first floor, the gallery makes for a seamless and enjoyable shopping experience. It features preferred brands such as Alfred Dunhill, Hugo Boss, Dior Homme, Boggi Milano, Brooks Brothers, Coach Men, Bally, Fendi and Michael Kors all in one area.

Suria KLCC strives to provide "Always Something New" which the Men's Gallery delivers. Its wide range of offerings includes apparel, bags, shoes, accessories and gadgets that meets all aspects of a man's daily life, be it for the office, a casual setting, or outdoor activities.

Globally, men's grooming is one of the fastest-growing sectors of the global beauty market. Men's skincare was worth an estimated US\$79 million last year, rising 20% over the past five years. According to a report by Salon Services UK, a staggering 21,000 jobs will be created in the hair and skincare industries in the next 12 months to cope with men's ever-increasing grooming demands.

Considering this steady increase in demand and the many brands that cater for them, Suria KLCC is already aiming at expanding the gallery in the near future, incorporating more brands and products that appeal to the discerning, fashion-forward men who shop there.



FENDI

THE GLOBETROTTER

The men's collection for fall/winter 2018 is all about travel. Whether you are about to embark on a Fendi Journey or are coming back from one, you are bound to find something. It caters for everything you need, right from the start — beginning with packing your luggage to the comfortable, travel-friendly clothing and shoes you put on.

Birthered from a collaboration with Scottish artist @hey_reilly, digital remix artworks and graphics feature throughout the collection. Combining the FF logo and the season's fabrics, the pieces display subversive humour on an eclectic digital photo collage — featuring Prince of Wales and herringbone wools, swatches of Astro Turf, celestial night skies, hammers, cartoon bananas and even a race horse's behind — that is translated into a myriad of fabrications and styles across ready-to-wear and accessories.

Reversible pieces like roomy intarsia blousons, square jackets, ultrasound duvets, lounge suits, rubber anoraks, intarsia sweatshirts, striped shirts and glazed coats are creative ways to double their use and reduce luggage weight when travelling. Other essentials include knit-backpacks, travel sets, shearling suitcases, Dzwearabledz bags, camera cases, mini-bags for passport and errands and, of course, the rubber shopper bag heralding FF values in bold type — Family, Faithful, Freedom, Fancy, Fabulous — for last-minute shopping before boarding the plane.



MICHAEL KORS

UNIQUELY YOU

The message of Michael Kors' fall 2018 collection is individualism and a unique, personal style. It is a celebration of wardrobe staples and iconic style pieces, presenting its classic American style with a youthful twist.

The iconic autumn colour of burgundy is the colour of the season, lending a rich dimension to everything from smart separates to sleek accessories. A cool grained leather moto jacket as well as the Henry tote, duffel and pouch come in this red wine hue.

Camouflage, stripes, floral, tie dye and leopard prints are seen throughout the collection, which is punctuated with an occasional bold piece such as the faux fur-trimmed volcanic print parka in a bright sapphire blue. However, plain or less bold options are available too, if you so prefer. Pullovers are all the rage in this collection, presented in various prints. The Kors varsity pullover is one of them, a preppy interpretation of the logomania trend.



BALLY

THE BALLY MAN IS BORN

Transeasonal pieces anchor Bally's autumn/winter 2018 collection, showcasing gender fluidity through loose, unstructured outerwear, layered over knitwear and zip tops. The fresh, young and sporty spirit of the spring/summer 2018 collection flows over to the current collection in a muted, vintage palette that is representative of the season. The Swiss brand looks back at its past for inspiration as seen on the logos, dating back to the early 1920s through to the 1950s and 1970s, revived from archival typography and graphics.

The style of the Bally man — described as one who is eager for discovery — is retro sportswear but this depends on where his next adventure will take him. Techno fabric puffers, coats in check and tweed, shearling bombers, bonded nappa leather jackets and corduroy, cotton straight cut and mixed cotton jacquard tracksuit bottoms, to name but a few.

For the avid traveller, there is the multi-pocketed and versatile Crew backpack while the classic Sommet makes a sporty comeback in canvas matching the new duffel with leather detailing and an archive Bally logo. The shoe collection is diverse — think derby with exaggerated soles, leather moccasins and crepe sole suede loafers and boots — to suit every style and need.

DIOR HOMME

WINTER WONDERLAND

Kris Van Assche's designs for its winter 2018-2019 collection embrace the concept of duality — the free, reckless abandon of youth and a sense of reflection arising from manhood — alongside the ever-changing informal and formal codes of menswear. The sartorial finesse that the Dior Homme atelier is renowned for exists symbiotically with elements of urban nostalgia and street style in this season's pieces.

The classic suit, for instance, is injected with elements of 1990s tattoo culture, as seen in the recurring spiked tattoo motif, which is also spotted on accessories. Meanwhile, trompe l'oeil layering of knit polo shirts, tank tops and turtleneck sweaters create ironic compositions of a teenage wardrobe. Jackets are wildly popular this season and are presented in multiple variations, including leather and bear slotted lapels, patch pockets and double breasted officer buttons.

In the bags section, the new Dior combo bag clips together on a cross-shoulder strap as multiple zipped compartments while the footwear section is lined with laser-printed tattoo brogues and canvas hi-tops.

