



### THE MENSWEAR ISSUE DRAPERS' GUIDE TO THE AUTUMN 19 SEASON

PERFECT PRODUCT SELECTIONS | MENSWEAR MARKET UPDATE AN AWARD-WINNING INDEPENDENT | PITTI UOMO POWERS ON

### Drapers THE NERSEAR ISSUE



**GRAEME MORAN** Head of content – fashion and features

rapers marks the start of the new year with the first of our new-season buying guides. Menswear trade show Pitti Uomo drew to a close in Florence last week (see the full report from Italy on p56) and, with the men's catwalk shows currently taking place across Europe – London followed by Milan (see next week's issue) and Paris – January is unofficially menswear month.

With this in mind, we bring you our dedicated menswear issue, created to inform and inspire as the new season gets under way.

As well as our market update (p15), which tackles the challenges and opportunities facing the menswear sector – where growth is still outpacing womenswear – we also meet the passionate and creative founders of burgeoning menswear independent retailer Burrows & Hare (p18), which now has three UK stores and scooped two trophies at September's Drapers Independents Awards. With their uniquely curated product and classic indie-style personalised customer service, the Ansari brothers are proof that, even in today's difficult times, the appetite for good-quality menswear is strong.

Elsewhere, this extended issue features our exclusive preview of what is on offer from a spectrum of menswear brands for autumn 19 (from p22). Curated into two creative photo shoots and extensive product edits, these give you a comprehensive first look at the season's emerging trends and key items.

We cover the English heritage-inspired checks and plaids that appear across everything from smart trousers and suiting to casual outerwear, through to the growing trend for a smart-meets-casualmeets-sport-meets-street mix-and-match style, whereby tracksuits, blazers, overshirts and tailored coats are designed to be worn together.

As male shoppers become more adventurous, menswear's rules might not be breaking, but they are certainly bending. The best buyers will use this as an opportunity to stand out from the competition, and offer their customers something fresh and exciting.

We hope you find this menswear buying guide useful, and look out for the womenswear issue on 8 February, and footwear special edition on 22 February.

Remus Uomo Wool-blend suit, price on request, Lock & Co Mink & beaver hat, £312,10; Sandro Metal and acetate glasses, from £67

# I SPY A NEW SEASON

Drapers goes under cover to bring you a first look at the autumn 19 menswear collections, spying on the season's check-patterned focus and detecting its smartly tailored must-buys

Styling and words by **GRAEME MORAN** 

Photography by JONATHAN DANIEL PRYCE



Daks Cotton blend coat, price on request, Lock & Co Mink and beaver hat, £312.10, Sandro Metal and acetate glasses, from £67

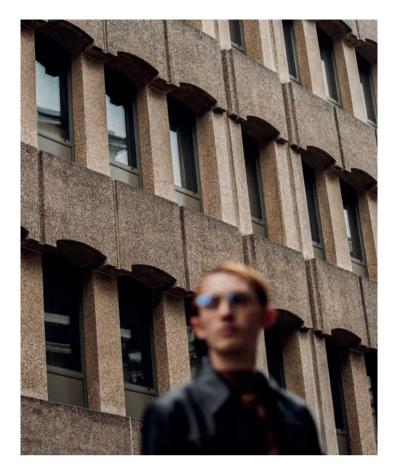
THE SARTORIAL CROMBIE COAT SHOULD BE A STAPLE OF YOUR OUTERWEAR OFFER - CHECKED PATTERNS ARE THIS SEASON'S UPDATE

Farah Wool mix coat, £80; John Smedley Merino wool jumper, £56.20; Pepe Jeans Acetate glasses, from £30



MINI-HOUNDSTOOTH TAILORING TAPS INTO THE SEASON'S PATTERNED FOCUS WITHOUT STANDING OUT FROM THE CROWD

Remus Uomo Wool blend suit, price on request; Original Penguin Merino wool jumper, £31; Lock & Co Mink and beaver hat, £312.10; Sandro Metal and acetate glasses, from £67







TACTILE ARAN AND CHUNKY CABLE KNITS ARE AS COSY AS THEY ARE ON TREND FOR AUTUMN 19

Gloverall Wool jumper, £48; Tommy Hilfiger Cotton mix trousers, £47.50; Lock & Co Mink and beaver hat, £312.10 Sandro Metal and acetate glasses, from £67

> LONGER-LENGTH ENVELOPING COATS - SUCH AS THIS STURDY DUFFEL - ARE NEW-SEASON OUTERWEAR INVESTMENTS

Kent & Curwen Wool coat, £283; John Smedley Merino wool jumper, £56.20; Les Deux Cotton mix trousers £38.90; Lock & Co Wool beret, £24; Sandro Metal and acetate glasses, fro £67; GH Bass Leather loafers, £54

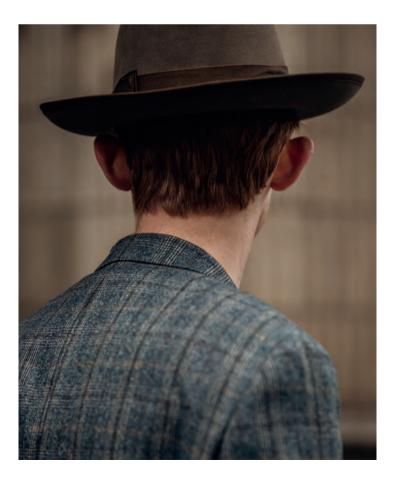


MORE DETAILED CHECKS WITH FLECKS OF COLOUR CREATE APPEALING ITEMS THAT HAVE A TOUCH OF PERSONALITY WITHOUT DRAWING TOO MUCH ATTENTION

Without Prejudice Wool blazer, £120; Joules Cotton mix jumper, £29.15; Lock & Co Mink and beaver hat, £312.10







NAUTICAL NODS AND MILITARY REFERENCES ARE ON-TREND SMART-MEETS-CASUAL ELEMENTS THAT ELEVATE BASICS, SUCH AS THIS ZIP-COLLAR FISHERMAN KNIT

**Tiger of Sweden** Wool knit, £70, and wool mix trousers, £81; **Lock & Co** Wool beret, £24

> IF SOME CHECKS AND TARTANS ARE TOO BOLD, SLIP SUBTLE WINDOWPANE PATTERNS IN MATCHY MONOCHROME INTO YOUR SELECTION

Luke 1977 Tweed blazer, £54; Tiger of Sweden Wool mix trou London Undercover Umbrella, price on request

Model Charlie Ayres-Taylor at Storr Grooming Elvire Roux at Carol Hayes Management Fashion assistant Heather Gwythe All prices are wholesale With thanks to the Hoxton, Holbor

### 32 DRAPERS / 18 JANUARY 2019



THE MENSWEAR ISSUE TAILORING



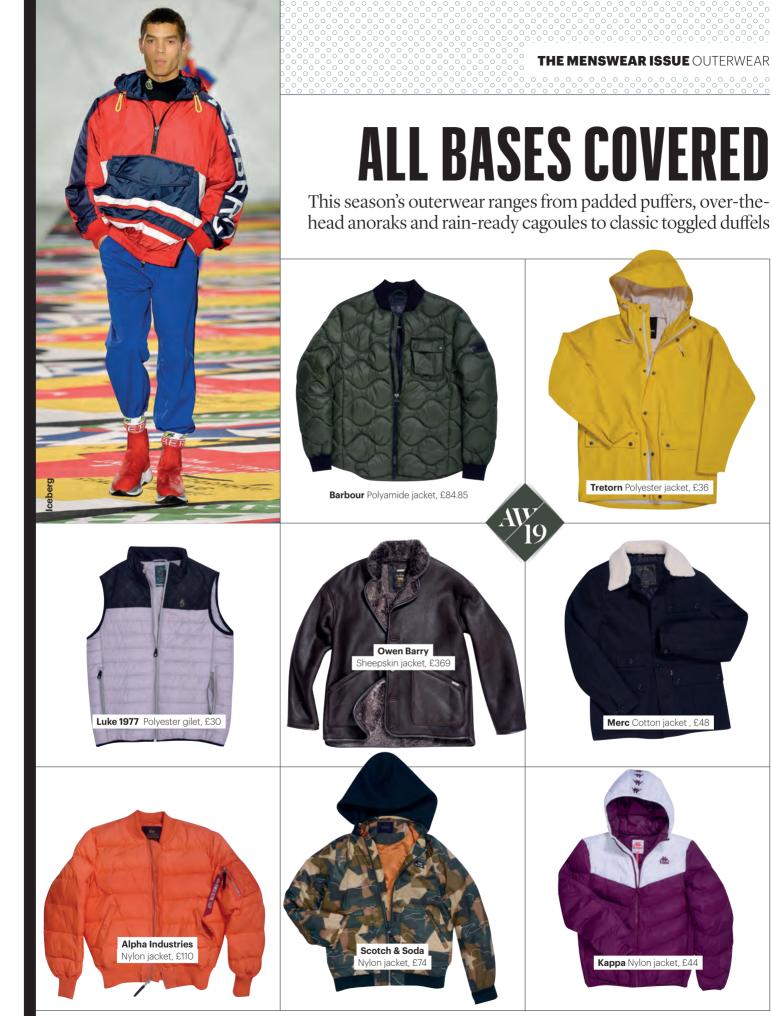
### 'CHECK-PATTERNED BLAZERS CAN BE BOLD AND BRIGHT, BUT BUY INTO MORE SUBTLE MINI-CHECKS AND MONOCHROME COLOURS'

Graeme Moran Head of content – fashion and features

## **REQUIRED JACKETS**

Whether checked, patterned, a mismatched jacket-andwaistcoat combo or casual tailoring, be sure to buy into blazers





THE MENSWEAR ISSUE OUTERWEAR



CATWALK PHOTOGRAPHY: CATWALKING.COM

Left: Kangol Acrylic mix hat, £16.50; Without Prejudice Wool coat, £120; D555 Cotton T-shirt, £3.50; Sergio Tacchini Tracksuit bottoms (part of a set), £40 for the set; Vans Canvas shoes, price on request Right: Native Youth Wool-mix

coat, £33.50; **Original Penguin** Cotton hoodie, £25; **Wrangler** Cotton jeans, price on request; **Converse** Canvas and rubber shoes, price on request

### DOUBLE The blending of smart and street, tailored and casual, classic

and new continues into autumn 19, where the mixing and matching of styles creates a look of contrasting similarities

> Styling and words by GRAEME MORAN

Photography by LUC COIFFAIT Menswear's focus on patterned trousers grows for another season – checked styles are central, while pinstripes come in an array of widths

Original Penguin Cotto Right: Tiger of Sweden Cotton jacket, £60; **Barbour** Cotton T-shirt £12; **Farah** Polyeste mix trousers, £28 RM Williams Leathe

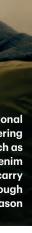
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Transitional items and layering pieces, such as reworked denim jackets, will carry customers through the season









Checks, plaids and tartans are the menswear patterns of the season, across everything from outerwear to casualwear and tailoring

Remus Uomo Wool suit, price on request; Les Deux Cotton sweatshirt, £31.50; Superga Canvas shoes, £22.91; Socks, stylist's own Chunky roll-necks are a key winter buy, while unusual takes on knitwear classics, such as this trompe l'oeil Fair Isle style, will catch shoppers' attention



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Kent & Curwen Wool mix jumper, £109; Edwin Cotton trousers, £32; GH Bass Leather loafers, £54; Socks, stylist's own While checks dominate, stripes are an alternative in various scales across shirts and trousers

King & Tuckfield Cotton shirt, £65; Les Deux Cotton T-shirt, £20,40; Farah Cotton trousers, £28; RM Williams Leather belt, £28



Corduroy continues to creep into casual collections, while matching jacket-andtrouser sets are a new-season style to watch

Wrangler Cotton jacket, cotton mix jumper and cotton trousers, prices on request Mix and match smarter styles with sportswear and street-inspired pieces, such as over-the-head anoraks and tracksuit-style trousers or denim

### Tommy Hilfiger

Wool mix blazer, £127.50; Sergio Tacchini Cotton mix anorak, £42; Guess Cotton mix jeans, £22.70

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Models Trent and Piers at IMG Grooming Elvire Roux at Carol Hayes Management Fashion assistant Heather Gwyther All prices are wholesale

### **BOOST YOUR BUY**

Fill your offer with fresh pieces from retro tracksuits to practical overshirts, through to cosy knitwear and corduroy jackets



'SHOPPERS CAN FIND BASICS ANYWHERE - PRODUCTS WITH A POINT OF DIFFERENCE GIVE THEM A REASON TO SHOP WITH YOU'

> Graeme Moran Head of content – fashion and features



THE MENSWEAR ISSUE ESSENTIALS



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