

SPRING 2017

125 LBS.  
STANDARD  
CROP & TOBACCO  
GROWER

*Gilded Age*

SPRING 2017, **N<sup>o</sup> 23** SEASON  
GILDED AGE - MENS COLLECTION



rubiacae

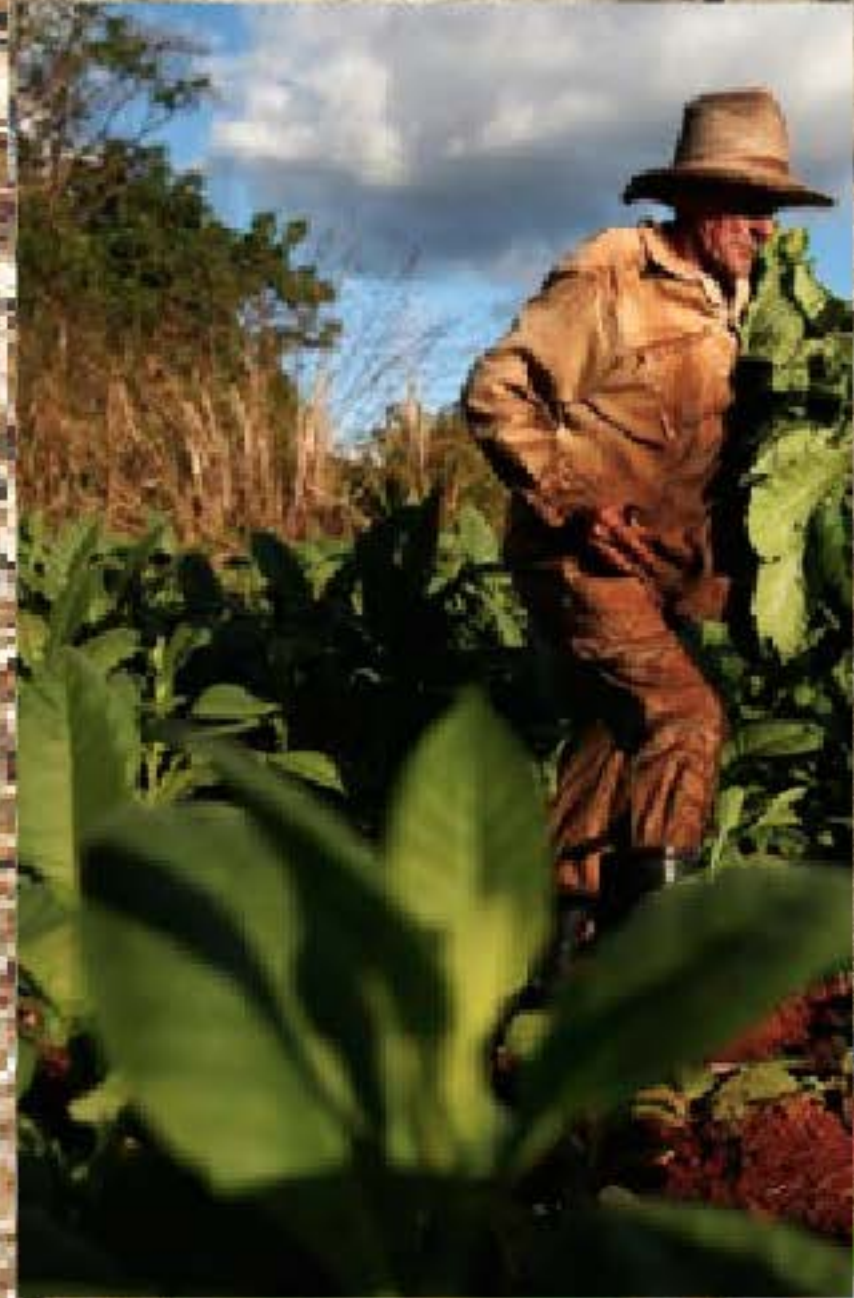


coffee arabica



*Gilded Age*





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## SPRING 2017

### “Standard Crop”

SOHO - NEW YORK Spring 2017, The past season we were inspired by New York docks - the space where the land meets the sea, and where the harsh conditions of North Atlantic chisel the character of those that take to the sea. For Spring 2017 we have embraced the warmer weather and have sought out the references that are the sources of great ecstasy, the habits that we wouldn't dream of getting rid of, and the pleasures that we crave every day. We are talking about coffee, tobacco, sugar and rum, and life at the hacienda. We are touting the men who produce the finest grinds that set our blood in motion, chase away the sleep, and give us the capacity to engage a little longer in the exercise of our intellect, as de Balzac would put it. We are talking about the grit, the hardness, the physical energy and the sobering drive of the men who work the earth to produce the finest cohiba. We are talking about their enormous charm, wit, and the utilitarian style that they possess. And yes, we are talking about the pleasure and pain that the *Standard Crop* inflicts on our daily lives and without which most of our lives would be unimaginable and boring.

The mercantile and utilitarian lifestyle these men embody has become a perfect backdrop for our Spring 2017 textured and rich fabric/yarn collection.

Spring 2017 unites the Gilded Age philosophy and aesthetic embedded in luxury casual style, and showcases the rich and textured layers of our style and expression. Utilitarian colors such as dark indigos, washed indigo blues, light plantation grays, khakis, and whites, are accentuated with the hints of dry tobacco leaves, terracotta earth reds, and seagrass greens. The air of ease and lightness permeate the collection. In denim, Gilded Age introduces a variety of medium and light selvage and non-selvage stretch denim washes. The authentic medium light destroyed vintage washes, stretch worked grays, and white destroyed denims, alongside indigo/ indigo blue gray shade selvages form the core of the denim expression. A range of overdyed denims and light summer stretched twill fabrics in plantation gray, dry tobacco, GA khaki, GA stone, Havana blue, and terracotta complete the collection.

The pinnacle of the Spring 2017 denim offering is our ultimate premium edition of “Old School Reserve” jeans done in natural indigo selvage denim, and rare 13 oz slubby Japanese denim handcrafted in Japan. These jeans were worked as art pieces, and are destroyed to a perfection. Even though Gilded Age has never produced large runs of selvage denim, we have named and numbered each pair of these unique and special jeans. Just as the old bottle of rum that needs to be tasted, or an aged cohiba needs to be puffed, these jeans need to be worn! All denim will be offered in our best-selling 1011 Baxton and 1025 Morrison fits, in addition to our reworked “Gotham” and “Houston” fits.

The unique Gilded Age application of interesting and luxury fabrics has been taken to another level with the use of light and soft woven stretch twills, soft light chambrays and fine linen checks, stripes and plaids. For Spring 2017 Gilded Age is re-introducing a range of light and soft knitted gauzy polos and heleys, and crews in a variety of textures and colors. A luxury slubby soft and light jersey vintage t shirt graphics has been associated with Gilded Age for a while now. This season we are introducing new range of cool vintage graphics that pay homage to our inspiration and utilitarian nature of this collection. In outerwear, key items will include a 12 oz denim jacket with all Gilded Age details and vintage wash expression. The assortment is completed by our signature range of unlined real leather washed denim style jacket in a super soft finish that could be worn all the way through the hot days of July.

Founded by Stefan Miljatic, principal designer and creative director of the brand, Gilded Age is a casual luxury brand deeply committed to sustainable, handcrafted, and artisanal approaches to fabric and product development. The brand is inspired by the early Industrial Revolution, arts, poetry, culture and craftsmanship of old New York and the Northeast Coast.

Gilded Age is sold at high-end specialty stores and premium department stores.

For more information contact us at 212.228.7747

