

5 New Brands That'll Up Your Wardrobe Game for Fall

By [Megan Gustashaw](#) | August 19, 2015 5:45 pm



Instagram might seem like the best and only way to discover new brands these days, but there are still a few, more traditional methods of bringing designers and customers together, like the sprawling, exhausting Las Vegas trade shows that happen twice a year. There, retailers find and place orders with brands who've only been around for a matter of months (alongside the likes Levi's and Ralph Lauren). Those clothes make their way into your closet and—boom—a brand is born. Not to spoil a good surprise but here are a few of those just-launched brands, which we spotted this week at [Liberty Fairs](#) and [PROJECT](#), the two most stylish menswear shows. You'll be seeing them around—we promise. (Hopefully in your own closet.)



AKIO Orion Sneakers, \$148, available at [akiofootwear.com](#) (coming soon).

Sneakers as Sturdy as Hiking Boots

Sure, there are more sneaker brands than you can shake a stick at these days. That said, we're feeling just-launched label [AKIO](#)'s creative use of outdoorsy performance details (water-repellent fabric, hiking-boot laces) and streamlined colors that keep everything else real simple.



[@isidorofrancisco](#)

A New Urban Uniform

This "Boys of New York" bomber from [Isidoro Francisco](#) was the Instagram star of the Liberty Fairs show this week which was pretty annoying but, we see the appeal. There's something about this new label's sporty-meets-70s mix that feels super relevant in men's fashion right now. 'Gram away, guys.