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# Trend-Right Men's Lines From the Las Vegas Trade Shows

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Lacoste Underwear  
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Adding to the optimism were the spring fashion trends of colorful swimwear, comfortable ath-leisurewear and nautical influences in everything from outerwear to accessories. The marriage of function and fashion was also a key market mover, with merchants embracing utilitarian detailing in garments that also sported performance attributes.



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“Men’s fashion moves at a glacial pace,” said Patty Leto, senior vice president of merchandising for the Doneger Group. But that pace is quickening as the male consumers’ desire for fashion heats up, she added. Driving the men’s wear acceleration, she said, was the influence of beachwear, ath-leisure and the continued demand for performance.

Key volume drivers for the season, according to the Doneger team, include graphic Ts, printed tank tops, unconstructed sport coats, flat-front shorts, joggers, true activewear and printed swimwear.

Tommy Fazio, president of Project, said the two biggest categories at this market were swimwear and the “whole California lifestyle. Those are the big growth opportunities.”

David Mihalko, divisional merchandise manager of men’s sportswear for Belk, said following “some softening after the second quarter, we finished spring strong. Back-to-school has been good,” he said, with the “usual suspects” — activewear, ath-leisure, particularly jogger bottoms in twill, and complementary tops leading the way.

Mihalko also cited the outdoors business, especially Columbia, which is up in the double-digits through back-to-school. “The Millennial customer is shifting to outdoor and we’ve reflowed our men’s area to accommodate that.”

He said this business has come at the expense of the traditional collections resources such as Polo. But the “denim business still has a pulse, as long as it’s slim-straight or stretch.”

This should bode well for the fourth quarter, Mihalko said, as long as the weather cooperates.

## **LIBERTY FAIRS**

**Brand:** Adidas Standard 19 by United Arrows & Sons

**Aesthetic:** The line marries a streetwear sensibility with performance attributes.

**Key Styles:** Now in its second season, the Adidas Standard 19 offers all the bells and whistles of a true technical collection but in silhouettes that speak to an urban customer. For the collection at Liberty Fairs, the company partnered with Motofumi “Poggy” Kogi, creative director of United Arrows in Tokyo, to create an all-navy capsule. The association includes some nods to Japanese heritage including a traditional robe, but the garment is infused with a glow-in-the-dark yarn to transform it into a functional piece. Traditional German soccer jerseys sport the United Arrows logo instead of one for a team, and there is a bonded mesh bomber jacket with zippers on the sleeves and nylon details that would look at home on the basketball court or walking around SoHo. The collection is sold in Asia as well as a few retailers in Europe, but is not currently offered in the U.S.

**Prices:** T-shirts retail for \$75 while the bonded bomber jacket is \$260.





**Brand:** North Sails

**Aesthetic:** A nautical-inspired collection of outerwear and related sportswear that draws its inspiration from the company's history as the leading sail-making manufacturer.

**Key Styles:** North Sails was founded in 1958 and now outfits racing teams and leisure boats around the world with sails. That expertise has been applied to apparel that has become popular for its use of technologically advanced materials. Fresh off an acquisition by private equity firm Oakley Capital in London in 2014, the brand is entering the American market for spring under the direction of former Scotch & Soda chief executive officer Eric Bijlsma. Robert Polet, former Gucci ceo, is a partner in the venture. "The whole ethos of the brand is an extension of the North Sails innovation, technology and performance pushed through an apparel filter," said sales manager Franco DiCarlo. Outerwear features water-repellent fabrics and taped seams to protect against wind and water but the design is modern. There is also performance fleece, drawstring-bottom pants and other complementary pieces.

**Prices:** Jackets range in price from \$250 to \$800.



**Brand:** The Hill-side

**Designers:** Emil and Sandy Corsillo

**Aesthetic:** The brothers, who started this Brooklyn, N.Y.-based brand in 2009, are best known for their ties, pocket squares and handkerchiefs made from Japanese fabrics. In spring 2014 they expanded the line to include apparel. The collection, which is made in either the U.S. or Japan, has workwear references and is sold in stores including Union Made and Stag.

**Key Styles:** The Corsillos spent the first couple of seasons establishing their core pieces, which include button-up shirts, unstructured tailored jackets and chinos. Now they are expanding the line to include pieces such as the El Segundo shirt, a collarless, three-button popover shirt with pockets, along with the Ueno collared jacket with The Hill-side patch. Sneakers are another popular category for the brand and this spring they will introduce a high-top style designed from a 1970s U.S. Navy bunk shoe.

**Prices:** Shirts are priced from \$175 to \$225, jackets retail from \$396 to \$449, denim retails from \$198 to \$225, shorts retail at \$168, sneakers retail from \$150 to \$198, and chinos retail at \$198.



**Brand:** President's

**Designer:** Guido Biondi

**Aesthetic:** Operated by the Sevenbell Group, which also owns Italian denim brand Roy Rogers, President's was the name of a line started by creative director Guido Biondi's grandfather. Biondi relaunched the collection, which is made in Tuscany, and puts a relaxed spin on Italian dressing.

**Key Styles:** A suede bomber jacket, Japanese cotton T-shirts with chambray patches, drawstring shorts and trousers, a hand-painted camo-print jacket, a ripstop jacket with seersucker lining, and denim made from Japanese fabric.

**Prices:** Denim is \$270, T-shirts retail at \$170, and leather and suede outerwear ranges from \$1,695 to \$2,200.



**Brand:** Spitfire

**Designer:** Vanessa and Charles Velkes

**Aesthetic:** This U.K.-based brand was started in the late Nineties by brother and sister Charles and Vanessa Velkes who wanted to create quality sunglasses at a great price. The sunglasses are free of an outer logo and are sold at retailers including Fred Segal, Urban Outfitters and Nasty Gal.

**Key Styles:** The spring 2016 collection is Spitfire's take on classic gentleman's sunglass shapes mixed with 1940s Noir references. The Post Punk sunglasses feature flat inset lenses with screws while the Off World style updates the aviator with flat, mirrored circle lenses.

**Prices:** Polarized styles retail at \$59 and nonpolarized options are \$39.

