

STYLING RESEARCH BOOK

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BRAND: BAND OF OUTSIDERS

PREPPY SPORTS LOOKS FROM THE RESORT PRE A/W COLLECTION WERE SHOWCASED. SAILOR STRIPE HOODIES AND CUT OFF SHORTS PAIRED WITH ICECREAM COLORED SHOES.



BRAND: TOMMY HILFIGER

NAUTICAL STRIPES HAD THEIR USUAL PLAY ON THE COLLECTION THAT HILFIGER SHOWCASED IN NEW YORK FASHION WEEK SS13.

STRIPED ON STRIPE WAS THE ADVANCED CONTEMPORARY LOOK WITH THE RESORT STYLE.

STYLE REFERENCES

PREPPY RESORT



BRAND: BRIONI

.GENTLEMAN WEEKEND OUT IS THE LOOK SHOWED IN SS13 COLLECTION BY BRIONI IN MILAN
.LUXE TAILORING, COLORED CHAMBRAY, PREPPY SHORTS MAKES A CLASSIC AND RICH LOOK



BRAND: HACKETT LONDON

Hackett London SS13 SHOW held in the magnificent setting of Covent Garden's Royal Opera House

,East Hampton chic came in the form of crisp cotton tailoring in fresh neutrals and pastel hues with more low key looks featuring colour-popping chinos and stripes

STYLE REFERENCES

PREPPY RESORT



BRAND: PRADA

. CRAZY COUNTRY CLUB IS STUNNING COLLECTION SHOWCASED BY PRADA SS12. IN MILAN

Heavily influenced by the 70s, with large floral patterned trousers
.70s prints, baker boy hats and intricately patterned foulard neckerchiefs all in the mix
Havana style golfing prints



BRAND: KENZO

.PREPPY SAILOR LOOK WAS THE KENZO SS12 PARIS STYLE

Hawaiian shirts were a consistent reference, but their loose informality was offset with
.the elegance of Riviera loungewear

– Intricate, evocative prints are Kenzo's stock-in-trade, but here they had a soft romance
giant blush-toned botanical drawings, abstracted leaf silhouettes, muted polka dots and swirling
,retro upholstery florals: an effect counterbalanced by a sharper edge than usual, with flatly cut
.oversized outerwear, and vibrant bursts of solid colour on jackets, accessories and shoes



PREPPY AMERICAN STREET SHOTS AND DETAILS



#LFW op art influences continue to be a big print story for menswear on the street this season. Here being used in zig-zag form for ankle-length, slim-leg trousers, paired with casual tailoring layered over a simple T-shirt, luxe sneakers and a men's clutch.



Slim-leg chinos a denim shirt, and espadrilles are tied together with a vintage silk scarf for a late summer look that creates a resort .feel using popular commercial shapes



More hot pink at #NYFW, this time updating 70s-inspired men's tailoring with a burst of contemporary colour. Nice use of peaked lapels and straight-leg pants to underscore the retro feel, further emphasised with the printed silk cravat, classic aviator shades and immaculately groomed facial hair.



Unstructured linen tailoring at #NYFW feeling relaxed and casual with cropped chinos and a matching linen scarf. Laidback styling touches like the rolled jacket cuffs and loose scarf knot help bring a touch of classic resort elegance to this city look.



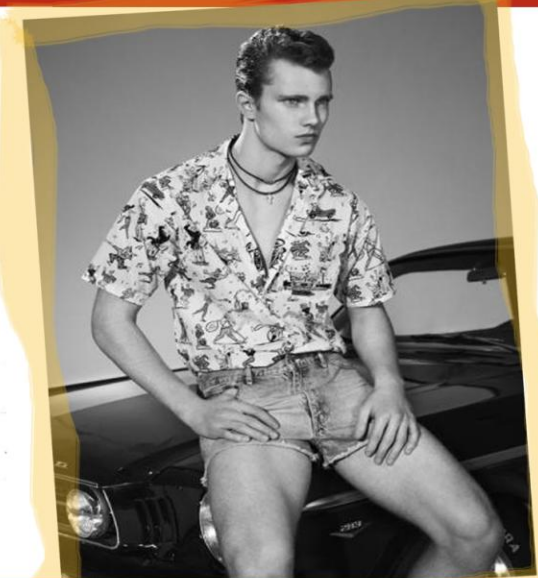
Ticking all the classic Neapolitan style boxes at Pitti Uomo with an immaculately cut double-breasted suit, retro print bowtie, and loads of interesting cuff and accessories detail.



Pattern people at #MFW, getting inspired from retro resort style and updating their looks by whole print coordinates.

TREND 1

PREPPY RESORT



SAILOR STRIPES

YACHT CLUB

RETRO RESORT

50's STYLE

FLORAL ACCENTS

LUXURIOUS LIFESTYLE

SOPHISTICATED





BRAND: KENZO

Kenzo Jungle book collection showed a number of classic swashbuckling looks, as well as .techy sportswear, all kitted out with the natural camouflage of tiger stripes and leopard spots



BRAND: MISSONI

Soft Safari Missoni SS13 collection had a taste for exoticism and Eastern or African prints and patterns. Her collection was heavy on safari jackets, not to mention safari-appropriate colors, with hues that ranged from khaki all the way to an earthy shade of red rock.



BRAND: MICHAEL KORS

Michael Kors may have chosen a few amount of influences with which he successfully explores every season, but S/S 12 is the first time he took the somewhat expected safari look, Out of Africa and elevated it in such a way that seems new and exciting.



BRAND: YVES SAINT LAURENT

Showed a romantic, militaristic collection, charged with hints of defiant wit, informed perhaps by conflicts between the colonial and rebel armies of North Africa. Tribal-inspired, slate blue python camp shorts or sandy lace-neck drill shirts spoke to ramshackle freedom fighters, while tactical khaki trench coats, white cotton blousons, or pleated buck shorts spoke to iconoclast colonialists like Laurence of Arabia or Jock Campbell's fascist-crushing Desert Rats.



BRAND: GENERAL IDEA

S/S 13 collection, as rapid industrialization and urbanization pushes their one-hundred-year-old work to the side. He imagined his collection a salvation for these workmen, as the collection was ripe with forest imagery revitalized via Pop Art color combos and slim urbane constructions. Fluorescent green camouflage, canvas and denim work coats, blaze orange beanies, and woody boots all spoke to this update.



BRAND: DRIES VAN NOTEN

The camouflages that inspired Dries Van Noten's S/S 2013 collection were a strong presence on the runway – appearing in multiple colors and on every silhouette, but it didn't disguise the designer's beloved aesthetic. Experimental fabrics and constructions – two of Van Noten's trademarks – were ever-present.

STYLE REFERENCES

PREPPY RESORT



sick creepers on hollywood



bleach/distressed camo trousers

<http://wgsn.tumblr.com/tagged/street+shots>



Ever since leopard became a trending print .in menswear, it has shown up everywhere Leopard fever!!!! Down Vest with the outside .and inside, leopard printed on both

<http://snackmonstr.com/post/30999331008/bubble-up>



ORLEBAR BROWN X NICK WOOSTER SETTER CAMO SHORT LENGTH SHORT

<http://www.fransboonestore.com/store>



Patterned Hat from Moupia

JUNGLE PRINTS INTEPRETATIONS

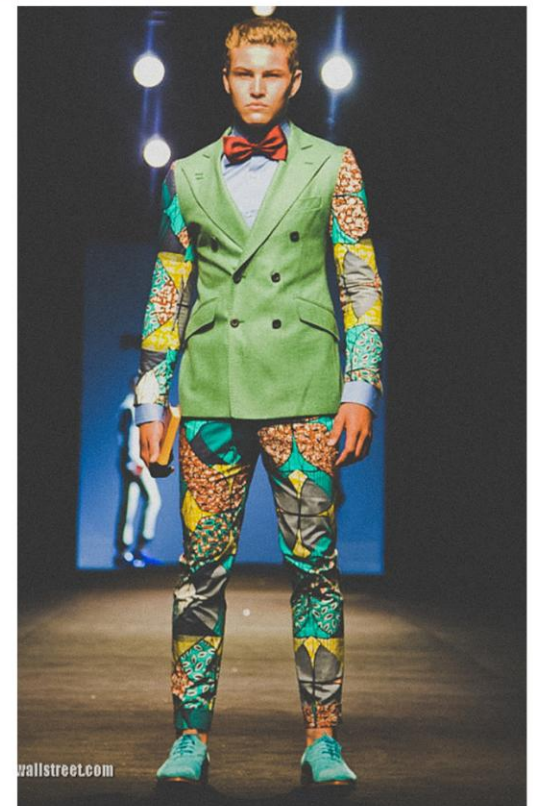


African print updating the resort shirt at #NYFW to confirm a big print trend we've been seeing at the menswear trade shows this season. The contrast purple turn-up on those wine red trousers nicely references the shirt colours, and the rainbow mirror shades add an unexpected sporty technical edge.

<http://www.twylah.com/wgsn/tweets>



Dries Van Noten A/W 2012/13 shirt spotted outside the #LFW show space. Great close-up view of the Gijs Frieling artwork used to create textiles for that collection. Also fits perfectly with the emerging menswear trend for painterly prints



MENSWEAR BRAND PROJECTO MENTAL SHOWED DURING THE MERCEDES AFRICAN FASHION WEEK AND AMONGST THE DASHING MIX OF FINE TAILORING, SPLASHES OF COLOR AND A WIDE ARRAY OF PRINTS, THE DOUBLE BREASTED SUIT WITH THE PRINT SLEEVES

<http://freshwallstreet.com/>



Soft safari shirt paired with hawaii floral printed chinos is the new summer safari look. Unusual color play and the print play are the new updates seen on milan fashion streets.

<http://www.leeoliveira.com/men/on-the-street-mens-milan/>



After Jil Sander show, on Milan streets spotted safari as a major trend. Updating camo style in colors, prints, styling, shapes was interesting to see on streets.



Military pop style. Styling it up with pop colors makes it quirky and new

<http://pinterest.com/pin/144889312982612849/>

TREND 2

JUNGLE FEVER

21st CENTURY SAFARI



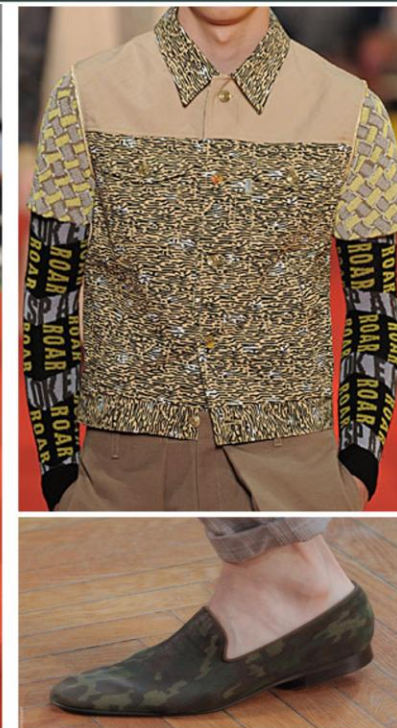
ANIMAL INSTINCTS

SAFARI LOOK

UPDATED CAMO

TRAVELLER STYLE

SPORTY TOUCH





BRAND: ALEXANDRE PHLOKOV

Alexandre Plokhov likes to play with gender and identity, famously combining a love for men in skirts with overtly masculine elements. Here the masculinity comes from a futuristic Japanese feel produced by kimono-like suit coats and sleeveless vests paired with skirts, and models sporting long, swept-back ponytails, all of which approximates a mix of Samurai, Yakuza, and club kid.



BRAND: Ann Demeulemeester

Gothic sensibilities are unlikely to go anywhere soon. The designer paraded a number of pajama party looks down the runway, many that were equal parts gentleman and vampire's smoking lounge.



BRAND: DAMIR DOMA

Backstage Damir Doma stated, "It's about finding a new perspective for my work, getting away from my comfort zone." The result was a marriage of the designer's signature silhouettes — tapered volume and easy layers — with classic menswear items like moto jackets and three-button suits.



BRAND: Y3 BY YOHJI YAMAMATO

Yohji Yamamoto continued his tradition of marrying avant-garde Japanese minimalism to technical activewear for Y3. Though not as dramatic as past offerings from the pairing, there were plenty of draped and flowing monotone looks, offset by triple striped athletic socks and hi-top basketball shoes.



BRAND: GIVENCHY

In recent seasons, Givenchy's menswear has concentrated on mainstream graphic imagery like snarling dogs and tropical florals. But for S/S 13, Tisci let his pop culture and Catholic inclinations merge, rendering classic haloed Madonnas as punchy photo prints on satin t-shirts, bomber jackets and tunics, while sneaking in more subtle nods to the church with stiff white priest collars.



BRAND: PUBLIC SCHOOL

"Structure" was the cited inspiration for Dao-Yi Chow and Maxwell Osborne (the New York-native designers behind the Public School label) this season, and it translated into straight, sturdy silhouettes that borrowed elements from Punk and Western styles for a new, ultra-cool rebel aesthetic.



.Camden Market



Blogger Bobby Raffin from toronto style- grunge, metal, gothic.



Saritorial style gothified with metal chains.



Luxe sports updated knitwear and track pants
Premium-feeling fabrics are key, from tonal
, crocodile print silky-looking bottom weights
to the baroque jacquard kimono-style
.cardigan

A functional-feeling avant-fashion look
snapped between #PFW shows,
underscoring the popularity of Rick
Owens-esque menswear styling in Paris.
Great use of lightly exaggerated proport
ions, oversized volume, muted masculine
shades and clever layering.

Dark sportswear, influence of Riccardo
.Tisci's use of graphics at Givenchy rolls on
Layering underpins the look, with leather
leggings, dropped-crotch shorts and a
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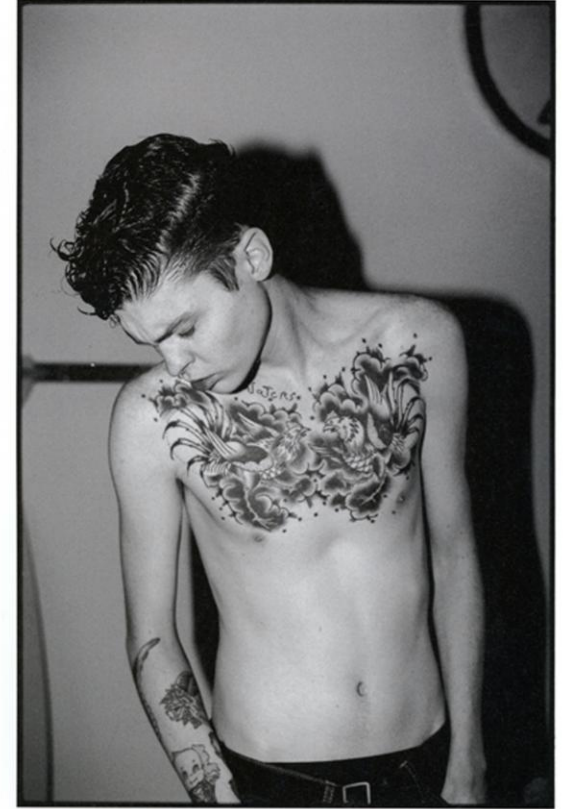
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men's leather shorts - a key item we highlighted from the catwalks for next summer
Fitting well with a dark future sportswear aesthetic, here they're paired with a metallic finish crew-neck top, buckled boot hybrids and sci-fi silver shades



high-waisted slim trouser and extra long tux jacket



Editorial for Japanese denim brand Rough And Rugged in the latest issue of vintage motorcycle magazine Cycle Headz



GOTHIC GRUNGE REBELLIOUS
EDGY ANDROGYNY SAMURAI





PHENIOX CULT
PHENIOX CULT
PHENIOX CULT

ASHEN
ASHEN
ASHEN

ETHREAL
ETHREAL
ETHREAL



TREND 3

GOTHIC SAMURAI

