

WHY?

## IT'S ALL ABOUT...

Sport Utility captures the innovation of motion inside of tailoring universe.

The trends for menswear is a great hybrid of formal and sport luxe, with the perfect balance of smart and casual.

For the next season are simple creating a hybrid between men's formalwear with sport luxe sporty but formal (or vice-versa) with an emphasis on unstructured tailoring, clean cut, and the crash between neutral colours and bold colours.

Definitely the strong trend is incorporate classic sportswear tailoring into their collections.

Sportswear as a fashion trend has been evolving for the past few years...

let's do a new way and very clear-sighted!



*Sportswear as a fashion trend has been evolving for the past few years...*

*It continues on the direction of sleek, minimal and luxurious, making itself ripe for new interpretations.*

# THE INFLUENCE

FASHION TRENDS  
Daniela Fuhrmann

## Prêt-À-Sporter

tailoring + sport

sophisticated silhouettes

asymmetry

sport mesh used for sophisticated styles

technical sport fabric

reinvented

smart-casual

engineering appeal

sports influences prevail

modernist aesthetic

sophisticated sportswear

plastic finishes bring synthetic glaze

multitude of textures

sporty shapes

sliced and spliced together for sport-inspired silhouettes









The mix between formal and sport merges with geometric shapes and images in prism. The simple lines and spreads inspiration comes from the lines of the architecture and adds the fusion with the futurism.

The union of these elements bring a large choice of inspiration for prints, silhouettes and details.



## T-IDEAS



Prism prints



Shirt with sport details



Asymmetric



Polo shirt



Detail



## T-IDEAS



Tailoring and sport



Superposition



New details



Hoodie shirt



lijunzhilove

New high neck



mengfei18





## T-IDEAS



Black and white - details



Backstitch



New garments



Shirt with two different characteristics



Back detail

## Sweatshirt and Hoodie

Mixture between tailoring and sport



Mixtures of fabrics



Different mixtures of fabrics



New effects with overlapping

Different mixtures of fabrics and finishings





## Sweatshirt and Hoodie



New ways of hoodie



Cotton and fabrics



Cotton and leather

The Key

# THE INFLUENCE

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## Sweatshirt and Hoodie

Volume in the neck

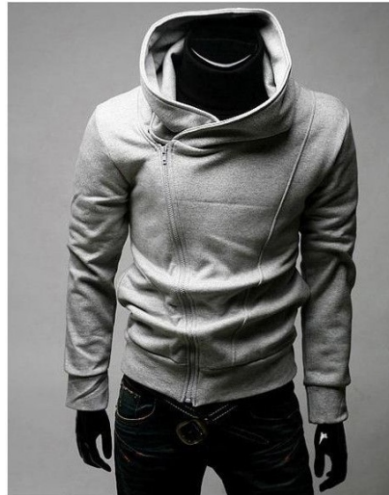


High neck



Asymmetric

Mixture of materials



New ways to have hoodie





## KNITTED



Italian Knit Polo



Different ways to use stripes

Different ways to use stripes



The Key

# KNITTED

# THE INFLUENCE

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Knitted with silk



Different details



Utility pockets





## KNITTED



Different basic

Knitted accessorie

Open knitted



## Outwear, jackets and blazes



Spray effect:Black, grey and white



Sport tailoring jacket



Shapes



Refined use of hoodies

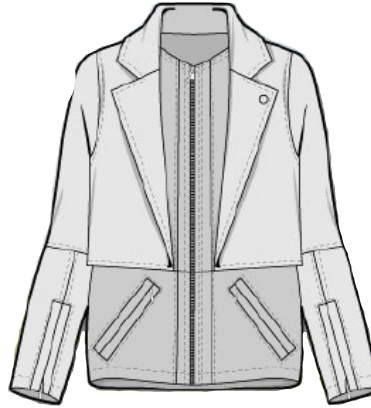




## Outwear, jackets and blazes



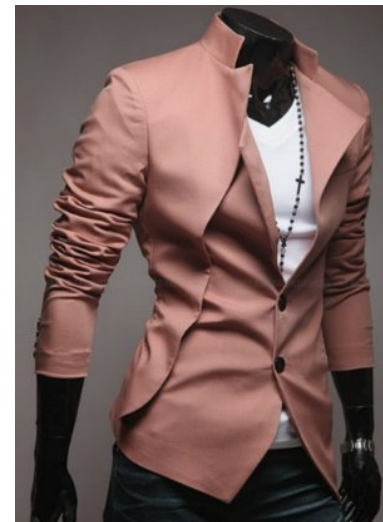
Doble lapels



Skirt effect



Layers effect



Tailoring and fake overlays



## Outwear, jackets and blazes



Changes in the classic tailoring



Details

## Waistcoat



Classic waistcoat



Ideas of the female wardrobe

Outwear,  
jackets  
and blazes



HELMUT LANG

## Shorts and trousers



Tailoring in cotton



Doble trouser effect

Trousers with elastic on the cuff





## Shorts and trousers



Pockets



Asymmetric



New classic



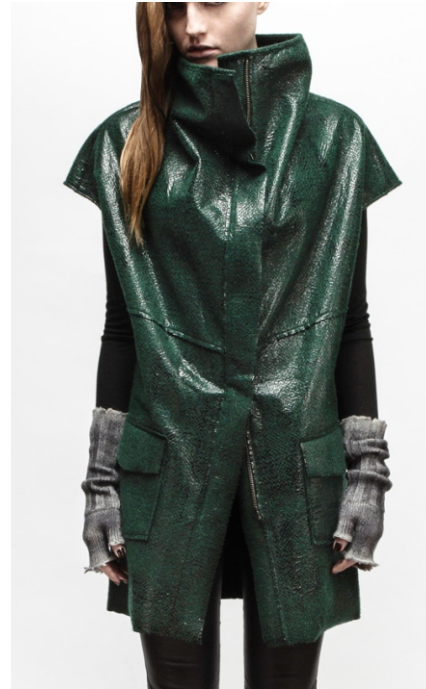
Tailoring and finishing



## New ideas



Cut Tie / tie as accessory



Finishing in knitted



Hoodie backpack



Backpack/ Bag