

bugatti

w e a r e e u r o p e

Collection report shirts Autumn/Winter 2018

Relaxed yet smart is the theme that dominates the look for Autumn/Winter 2018. The authenticity and naturalness that go with a modern lifestyle are the main influence for the shirts, knitwear and jersey group of products. This is also about added textile appearance that gives a new character to menswear.

The colour palette reveals pale naturals in grey, beige and brown tones that bring new accents to the mix. Shades of Blue and Rusty Red add interest to the palette. Gold Mustard, Artichoke and Cedar Green are also important colours this season.

Mixes add excitement to plain-coloured shirts and provide a base for window checks and prints. Clay-coloured checks make a modern statement. Gingham checks are enhanced by colour-blended threads. The classic pull-over shirt remains an important feature and comes in various qualities.

Prints are an essential feature of the collection in floral or geometric patterns. Bold multi-coloured prints make statement patterns. Prints on a variety of weaves bring new touches to the numerous print options. Soft-touch is a given. The statement shirt comes in camouflage print.

Twill and herringbone structures are important weave statements. Fil coupés together with minimal structures complete the product image. A fashion highlight that showcases a new product image and added textile appearance is provided by a shirt in chenille. Soft flannels, peachy surfaces, flock prints and velvet strips accentuate the fleecy feel of these products. The comfort offered by jersey and piqué shirts continues to be popular. Jerseys are integrated as opposed to being stand-alone. Items with natural stretch add to the theme of comfort.

There has also been a re-think on stripes in the city range for winter. Important – stripes have to make a statement. The colour-play between grey mixes and brown lends them a touch of class.

Collar designs also reveal new solutions. A new, slimline collar joins the button-down, Kent, shark and stand-up collar in creating a modern look. The interplay of Mix 'n' Match is more restrained and ornamentation is stripped back. The shirts do, however, rely on a wide range of detail for their appeal. It's worth taking a closer look at these shirts. Have fun discovering them!