



# EUROPE

REGIONAL RETAIL CHECKLIST BY DELIVERY  
NOVEMBER 2014 · WOMENSWEAR

Monki



1. HYBRID PUFFA

Trucco



2. KIMONO COAT

H&M



3. WINTER TRIBAL CARDIGAN

Noa Noa



4. LEATHER SKATER SKIRT

Samsøe Samsøe



5. PURPLE BERRY

Zara



6. RED

Massimo Rebecchi



7. COLOUR-BLOCK

Sebastian



8. 3D TEXTURED KNITS

Norr



9. MONOCHROME GEO

Shine



10. ZEBRA

Saint Tropez

# HYBRID PUFFA JACKET

KEY ITEM

The puffa is a winter staple for eastern and southern Europe, but it is being picked up as a trend-led piece which looks newer for northern Europe, particularly the UK. Puffa silhouettes are phased in through hybrid constructions mixed with faux fur, leather and wool. Blazer and fur gilet resemblances extend the reach of the puffa to a wider audience, with shorter lengths and lightweight fills appealing to commercial customers continuing to invest in tailored streamlined pieces rather than oversized designs.



Pimienta Rosa



Marks & Spencer



Trucco

Minimalist coat shapes maintain favour with commercial retailers this month. Kimono coats are emerging in thicker wools, with and without collars. Looser silhouettes, wide three-quarter-length sleeves, and waist to mid-thigh lengths appeal to a wide age range. This is a key item for layered styling, and as temperatures drop it is layered with oversized scarves and long-sleeved tops revealed underneath cropped sleeve lengths.



Zara



Cos



asos.com



H&M

# TRIBAL CARDIGAN

KEY ITEM

The tribal-inspired cardigan spans the entire season, working particularly well for juniors. The transcultural patterns are seen in neutral tones with pops of magenta, tangerine and wine, embellished with fringing. It is a great layering piece for this month's temperature drop after an unseasonably mild autumn across much of Europe making heavier knits and outerwear a challenging sell for retailers.



Noa Noa



asos.com



Missguided



Boohoo

# LEATHER SKATER SKIRT

KEY ITEM

The leather skater skirt continues, reaching a youth-based customer and contemporary retailers, with faux or real leathers spanning a diverse price range. Both matte and shine finishes in black, navy and green provide versatility, from casual to partywear. Soft pleats or structured knife pleats are seen, with the latter working into kilt or military-inspired iterations.



Bik Bok



asos.com



Samsøe Samsøe



Missguided

Purple berry emerges as a key colour this month across casualwear, outerwear and accessories. A variety of tones from grape to claret are worn with pink, green and indigo shades for contrast. This is proving to be a commercial colour for winter, working across all age groups, with matte finished tones best for youth customers.



Roger Vivier



asos.com



Zara



Stefanel

Red signals the arrival of winter deliveries across product categories. With the approach of the Holiday season, commercial retailers are opting for tones of crimson in partywear, outerwear and accessories. Tactile finishes are leading the way this year, particularly plush furs.



Un Jour Ailleurs



H&amp;M



Flavio Castellani



Swildens



Massimo Rebecchi



Colour-blocking continues to be an important detail this season, moving from apparel through to footwear and accessories. Blocked monochrome, metallic, patent and leather help to define silhouettes for both casual and partywear. Primary colour pops add newness, drawing on 1960s influences, as seen at Magma Milano.



& Other Stories



April May



Sebastian



Magma Milano



Emporio Armani

3D textures are a significant detail for casualwear items. Retailers are investing in animal skin and graphic pattern reliefs as well as quilting. Bomber jackets and lightweight knits are styled with added texture in skirts, coats and accessories for a dimensional pattern direction.



Norr



m by M



Message



Maché

The monochrome geometric is a commercial print working particularly well for youth and contemporary retailers. Seen across a variety of product categories, monochrome motifs include tribal and pop influences, combining with original illustrations and all-over patterns. Bold monochrome graphics push this direction for outerwear. Classic geometric patterns are used to update core dress and skirt silhouettes for contemporary and older markets.



Boohoo



Desigual



Monki



Les Bourgeoises



Shine

Zebra rivals other animal prints such as leopard and is seen across product categories and demographics. Printed furs are doing particularly well in accessories and footwear while intarsia designs move this pattern into the knit category. Hints of bright colours and playful animal motifs target the juniors market.



Reiss



Kurt Geiger



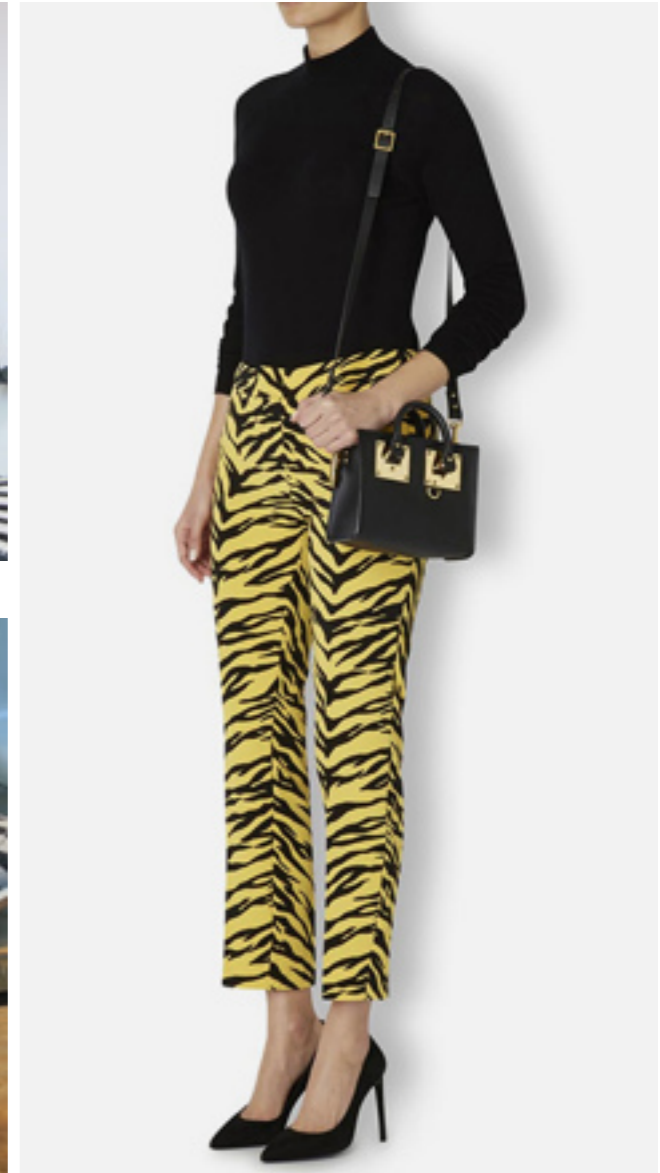
Roberta Borse



Wallis



Saint Tropez



Moschino