



Topman

EUROPE

REGIONAL RETAIL CHECKLIST
OCTOBER 2014 · MENSWEAR



1. JOGGER

Planisphere



2. LARGE-SCALE DOGSTOOTH

London Streets



3. POLONECK

WE



4. SALT-AND-PEPPER KNIT

Bill Tornade



5. PARKA

Bershka



6. QUILTED BOMBER

New Look



7. LEATHER DETAILING

River Island



8. HERITAGE CHECKS

Joseph



9. ASTEROID GREEN

Brooklyn



10. GRAPHIC-BLOCKING

Essentiel Antwerp

The jogger remains important, seen in woven styles and classic tracksuit designs. Wool and cotton mixes and streamlined silhouettes move this sporty shape into smarter styling, while elasticated drawstring waists and cuffed ankles reinforce the active feel. Greys dominate while colour-blocking looks newest.



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Drykorn



COS



Planisphere



Bershka

Dogstooth is an important print direction for womenswear this season, and filters through to menswear, with large-scale renditions moving this classic print into more contemporary territory. Traditional monochrome colours are replaced by grey and muted raisin tones, while colour-blocking adds extra interest, particularly at the younger end of the market.



Local Service



Next



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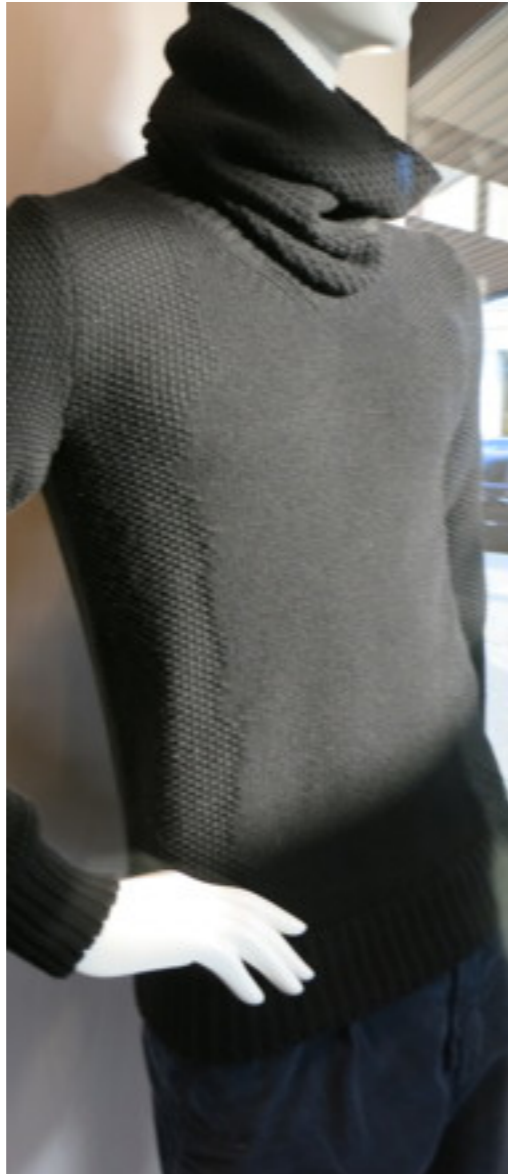


London Streets

The fine-gauge poloneck sweater emerges as an important item across market levels. It works both as a layering piece and a standalone item. Drawing from classic mod styling, this shape is gaining commercial appeal. It looks strongest when styled with blazers and layered under chunky crew-neck sweaters, as highlighted in the A/W 14/15 [buyers' briefing](#).



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Patrizia Pepe



WE



Zara



Forever 21

SALT-AND-PEPPER KNIT

ITEM

Simple crew-neck knits get a surface update through popcorn and waffle stitches in salt-and-pepper combinations. Style with joggers and casual chinos or pair with white shirts and tapered trousers for a smarter look.



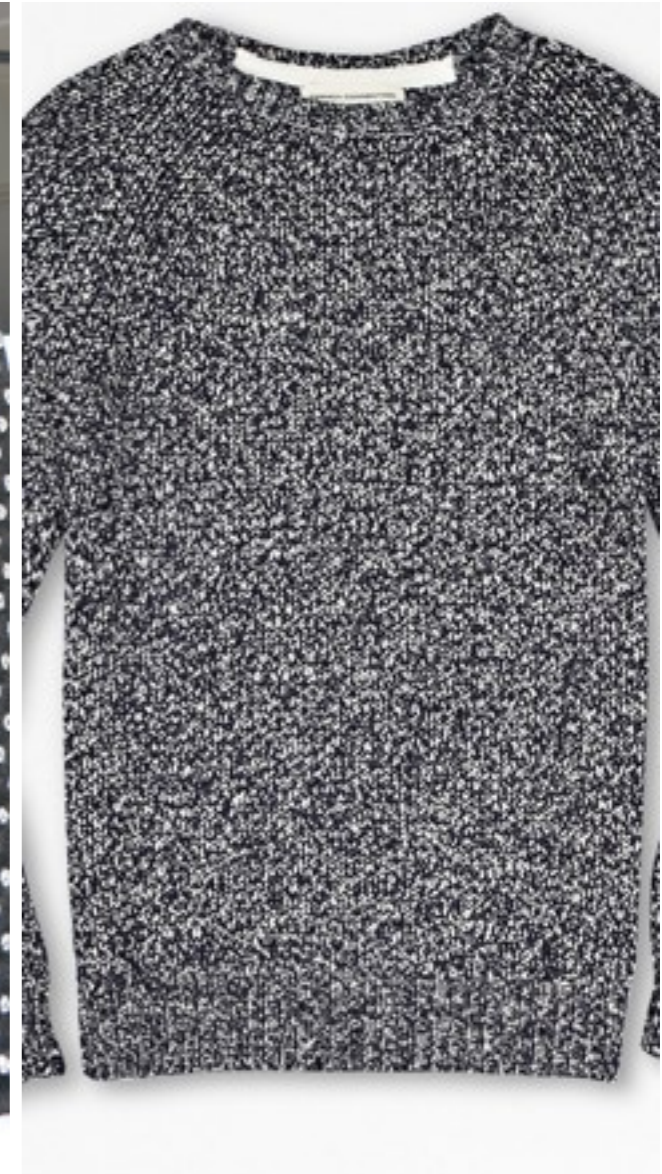
COS



Marks & Spencer



Bill Tornade



French Connection

Parkas feature heavily across mid-market retailers and brands alike, with classic navy and military green leading the colour palette. The parka is an important item in some of this season's most high-profile collaborations such as Vans x Joel Tudor and APC x Kanye, which will undoubtedly have a strong impact at retail. This item will continue into winter, updated with padded, insulated Arctic parka renditions, as highlighted in the A/W 14/15 [buyers' briefing](#).



Vans x Joel Tudor



Bershka



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Denham

QUILTED BOMBER

ITEM

The bomber carries on as a leading jacket shape, updated with quilted designs for the colder season. Varsity-inspired collars and cuffs remain, while quilting stitching ranges from diamond to chevron motifs. Raisin emerges as the newest colour option, seen alongside black, white and grey tones. Add formal joggers and tailored trousers for a smarter styling direction.



New Look



Mango



Ben Sherman



Reiss

Leather details add subtle luxury to items such as blazers and knitted bombers. This trend has had great commercial success for the womenswear market, and now leather collars, lapels and panelling pick up pace at the more commercial level. Smooth and matte finishes prevail for tailoring, while highly polished surfaces work for more youth-led product. This is a key detail for eveningwear, but also offers a simple way to update basics.



Asos



Marks and Spencers



River Island



COS

Heritage plaid and checks return for autumn. They look newest on sweaters, unstructured blazers and sleek blouson jackets. Moving into a more contemporary look, shades of denim blue, raisin, black and grey are favoured, while light red and yellow are used as accents to add a pop of colour.



Daniele Alessandrini



Paul & Shark



Ted Baker



Joseph



Zara

ASTEROID GREEN

COLOUR

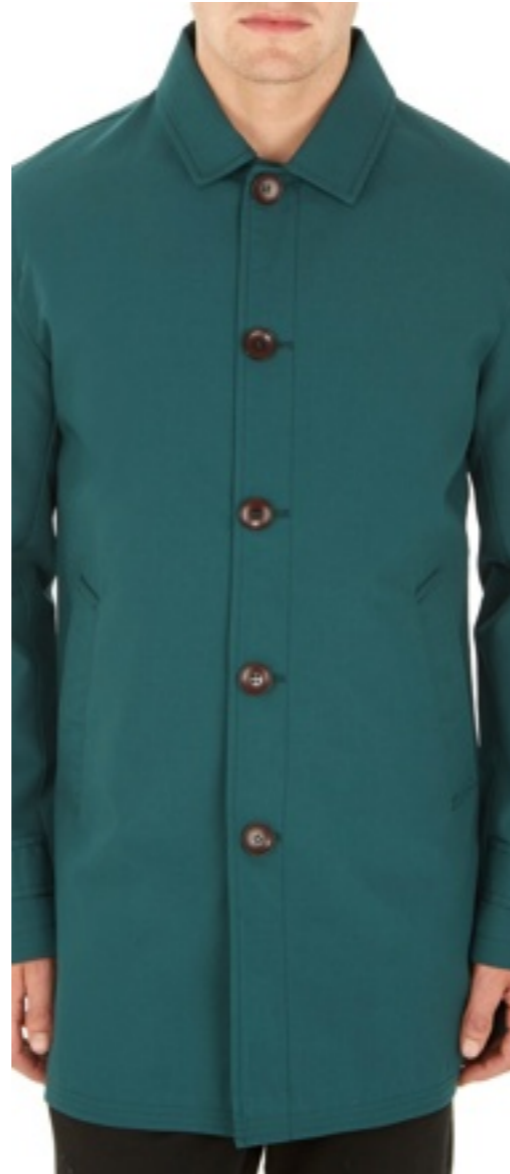
Asteroid green emerges as an important fashion shade for outerwear, jackets and tops and is set to gain relevance for the party season. Use as a solid tone for car coats and lightweight puffer jackets or combine with small-scale print and colour-blocking for sweaters and blazers.



Scotch and Soda



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Burton



Brooklyn



Joseph

Colour-blocking continues its commercial success, with tonal renditions looking newest. This look offers great versatility, applied across product categories from knitwear to shirting. Horizontal designs and a hem focus are favoured.



River Island



Essentiel Antwerp



Boohoo



asos.com