

**BRAX MEN**

**Autumn/Winter 2015/16**

**THEME:** Scandinavia

**INSPIRATION**

Menswear was inspired by the Scandinavian north. A calm look that finds its clarity in simple structures and homogenous colouring. The issue of the silhouette now also embraces commercial Menswear. Inspired by the Nordic flair, the looks stand for individuality and a confident nonchalance. "Cultivated Casual" – at the heart of the Autumn / Winter 2015 BRAX MEN collection.

**HIGHLIGHTS**

The materiality of fabrics plays an important role this winter. Mix and match, structure and lightness are often more important than embellishments and batches. They add very special contrasts in a calmer colour world that is guided by shades of blue and grey.

Wool and wool effects play a key role. Mélanges add a touch of liveliness to surfaces in the neutral colour segment. They create fine contrasts in tonal outfits. And they are essential for shirt backgrounds. Mélange yarns look lighter against backgrounds in dark colours. They delight with their modern casual appeal, and look lightly bleached or washed out. Yet, thanks to the yarn effect, they are unevenly refined and more cultivated than their washed counterparts.

The appeal of technical nylons is high. Jackets with quilted fronts and combined with wool and cotton will be important.

These hybrids with their interplay between gloss and matt appeal for the delicate balance between technically sporty and formal origins. The items stand for the modernity of the collection statement in particular, and are the perfect sportswear items for combining.

Faux plains cover a wide spectrum, and take up the direction of the structures. Like the quilted surfaces of quilted jackets and lightweight downs, they meet the desire for lively surfaces and lightweight volume. This type of sportiness is essential in every look.

Jogger denim, structures for the 5-pockets, Cashpima and new wool look are the identifying features of trousers in Autumn / Winter 2015. Narrower shapes are more established, and are a key part of the outfit. **"Jump into Blue - The Jogger Denim"** adds an entirely new wear feeling that is a combination of comfort and stretch. **Denim jogging pants** in the authentic denim look. Like joggers on the inside, authentic denim on the outside, but with the feel of jersey. Try them once, and you'll never want to take them off again! The item is seen in styles ranging from 5-pockets to joggers. In the washes, they are among the highlights of the season. Almost-plain looks, in textures or a material mix and combined with a particular lightness, will be even more important this season than designs and batches. Quilting and padding provide the right volume. Outdoor elements are transferred to styles that are suitable for **indoors**, resulting in functional hybrid models. For a sophisticated, self-confident appearance. Harmonious shading in colours and fine contrasts support the look. One of the highlights in **Knitwear** is the Merino cold-dyeing procedure that creates lighter areas along seams and cuffs in an elegant vintage look.

## COLOURS

Homogenous shades of blue and grey are important colour elements. Mélanges desaturate the colour, add brightness and make surfaces look lighter. So mélange yarns can make a dark background look lighter. A sporty alternative is offered for the **Outdoor** segment in combination with khaki and olive. Rich, elegant berry shades such as Pinot and grape, bottle green and caramel add a colourful touch to the collection. New shades of stone, sesame and sand with a soft, warm nuance are played in monochrome. Grey and anthracite, matched to wood shades such as oak, soft shades of brown all the way to bitter chocolate, and navy and black unite in style and harmony. Muted khaki shades break the neutrality. Brick red and a vegetable green are used for the accents. New washes, finishings and coatings in black, black-grey and dark blue are important for the 5-pockets.

Wool and wool effects are a central theme in the collection. Merino wool is washed to make it especially pleasant to the touch, and looks softer and more voluminous. Sporty material combinations such as half cardigan stitch in a mix with technical nylon are used for new jacket styles and as a substitute for patterns. This new material combination is also used in the **Sweatshirt** fabrics. Cotton is roughened on the inside, and garment-dyeing leaves it super soft to the touch while still maintaining its grainy look. The exclusive combination of the luxury fibres cashmere and Pima cotton in the **Trousers** segment makes "Cashpima" highly wear-resistant" with the best wear properties. Chinos and 5-pockets obtain their new wool look from various patterns and cotton structures, tonal checks and fashion prints. Corduroy is made up in various fabrics, from the finest Pima and cotton cord to luxurious fine cord and sporty fade-out cord. The **Shirt** segment also reveals a new side: in garment-dyed Oxford, stretch poplin and a light flannel. Micro patterns and casual checks blend skilfully with the rest. The **Outdoor** segment continues to delight with ultra lightweight nylon. The combination nylon and techno wool or knit provides exciting new surfaces in the **Outdoor** segment. A lavish lining and new zip details complete the look.

## STYLES

Trouser shapes "Cadiz" and "Chuck" have established themselves in the denim segment. New tailored designs are added to "Everest" and "Evans", and are given modern fits and a comfortable rise. Chino styles such as "Felix" and "Felipe" have slimmer silhouettes. The Outdoor segment is notable for lightweight down and quilted jackets, short coats, parka styles and in-between jackets. The Kent collar is an important element in the Shirt segment, but in a slightly smaller interpretation this season. Overall, the season's looks are less extravagant, the clear lines and restrained colour statement speaking for themselves. Sportiness is a recurring theme throughout the collection.

## DELIVERY DATES

## **BRAX WOMEN**

**Autumn/Winter 2015/16**

**THEME:** Scandinavia

### **INSPIRATION**

Ready to wear! Clear, individual looks. What we see: a particularly soft, relaxed look. Fashion impulses from Scandinavia. Confident use of new shapes and proportions. Reflected in "statement pieces". They define the looks, stand for individuality, a confident nonchalance. **"Cultivated Casual"** – at the heart of the Autumn / Winter 2015 BRAX WOMEN collection.

### **HIGHLIGHTS**

The new season's must-haves are interpretations of the cape coat, poncho versions and a cape pullover. Flowing materials, asymmetrical hems, layering and individual statement pieces are all important. Jogging pants are one of the highlights. Interpreted variously in wool, cotton or techno fabrics, they are a veritable miracle for combining. "Jump into Blue-The Jogger Denim" is the first time joggers have been a denim theme at Brax. From skinny 5-pockets to the authentic jogger shape with cuffs and a drawstring waist. Like joggers on the inside, authentic denim on the outside, but with the feel of jersey. Try them once, and you'll never want to take them off again!

Soft materials and hairy knitted fabrics are important. Wool, wool/cashmere blends and the inclusion of mohair and alpaca are all important for this new direction. They underscore the **Cosy Casual Look**.

### **COLOURS**

The pictures are defined by a soft, almost powdery colouring. It goes beautifully with the character of the materials used for the upper body wear and trousers. Dusty, winter and pale rose, and burgundy are cleverly added in shades of violet with mauve, lilac and mulberry, and draw their strength from the combinations with the warm neutrals silver and beige. Taupe, walnut and chocolate add a warm depth. Moss and olive are added to the **Trouser** and **Outdoor** segments. Off-white is an important brightener for the wintry hues. The look is finished with the feminine red of Chianti, Bordeaux and

Rosewood. Frosted blue is an important colour, along with the navy and indigo in the blues.

## FABRICS

**Cosy, Chic and Casual** – the fabrics give the collection an exclusive finishing touch. Boyfriend and jogging styles are redefined: soft, flowing Lyocell fabrics, garment dyed and jogging denims in a knitted effect that are also suitable for Superslim styles. The exclusive satin "Noble cotton" is given a new interpretation in fade-outs. The "animal" theme returns with snake and leopard prints in lots of versions, while elegant jacquard is seen in a new design with minimal prints. The superstretch "Free to Move" quality is the base in **Denims**, and is seen in new washes, jacquard patterns and coatings. "Save the Blue Plane" sustainable denim remains essential, and this collection contains modern styles as well as the familiar basics. **Knitwear** is all about lightness and a soft feel in fine knits, with alpaca and mohair blends enhancing the Cosy Casual look. Bouclés and flamed hand knitting yarns are important effects. **Blouses** are in flowing viscose and cotton voile, and a cold-dyed finish adds a feminine sportiness and nonchalance. Unicoloured cotton/polyamid fabric combined with knit turns a winter outfit into a clean, modern eye-catcher. New accents are added in the form of graphic hand-painted floral prints and monochrome minimalists. The parka is in a garment wash cotton, which makes it soft to the touch. Trendy wool fabrics make the **outdoor** look wintry and sporty.

## STYLES

Boyfriends, shinos or comfortable jogging pants ranging from denim to fake suede to flannel, and wider styles are just as important in the Autumn/Winter 2015 collection as the slender silhouettes. Upper body wear in particular is given more volume and new lengths. The key pieces are casually shaped over-sized pullovers. Long styles in a relaxed fit are flattering, softly draping wrap shapes and long cardigans. At the beginning of the season, "ready-to-wear" sees light cut and sewn wrap styles in interesting black&white bouclé looks. Reduced sequin embroidery, tonal embellishments and all-over prints underscore the subtle, cultivated casual look, and also add a feminine statement to sporty tunics and shirt blouses. Longer shirt shapes are the perfect partner for combining with pullover and cape styles. Details and embellishments such as tuck inserts, cross stitching and eye-catching metal zips play a supporting role.