

# *just*4Textiles

## TEXTILE & FASHION TRENDS

**AUTUMN/WINTER 2014**

Marlena Woolford highlights upcoming trends for young men

## MORSBAGS THE NEXT CHAPTER

Just4Textiles Editor Rose Sinclair finds out what has happened to the 'social bagging' venture since we interviewed Morsbags founder Claire Morsman back in 2008

# TEXTILE & FASHION TRENDS FOR YOUNG MEN

AUTUMN/WINTER 2014/2015

Marlena Woolford worked at international trend forecasting agency WGSN for over four years. Here she highlights trends for young men for Autumn/Winter 2014, with support from Jacek Klosinski and Karolina Kaczynska

**S**ustainable fashion and its associated trends are usually synonymous with female fashion, but today's males are putting their best foot forward and taking a leap into fashion's future. They too are experimenting with sustainable fashion brands.

## Fashion as an expression of individuality

In his seminal book 'Street Style', fashion commentator Ted Polemus comments on the place of 'tribes' within social groups, and how they are used to define looks and enhance the value of community. Here the trend 'individuality' is set within the limits of their social group. Young men are buyers of fashion products; they like to mix and match brands, even adding unique items found in charity shops. But what exactly do young men value in fashion?

Some of the things indicated are:

- They choose style over brand names
- They care about good accessories
- Celebrities such as Kanye

- West have a big impact on what they wear
- They value the look of groups such as One Direction
- They have a growing awareness of sustainable issues in clothing and fashion

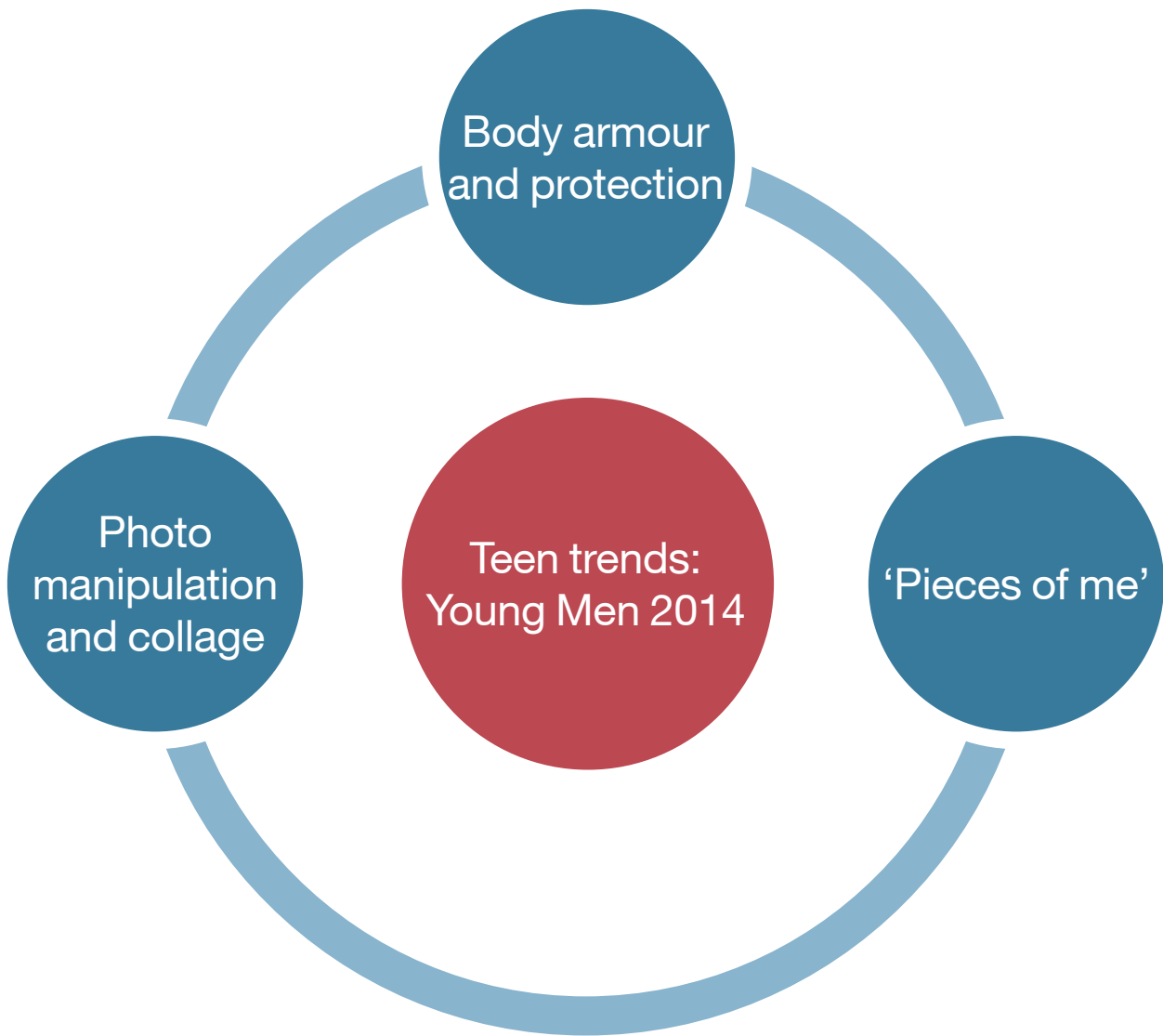
When questioned about the music habits of her trendy male friends, a nineteen year old girl responded: "none of my male friends listen to One Direction, but many of them look like them".

Kamil Al-Hinai, Fashion Model and Fashion Consultant at Selfridges in London, comments that:



"Teen trends are growing and compared to the adult male trends, they tend to be more casual but cooler in style."





So, what are some of the cool male teen trends worth looking into for autumn/winter 2014/2015?

Boys’ and young men’s fashion is really interesting; as a teenage girl talking about her young male friends puts it:

“boys change their fashion and clothing as much as girls



Marc by Marc Jacobs

Broader inspiration is drawn from car racing, in the form of racing jackets and branding symbols

nowadays”.

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Simon Evans t-shirt by Altamont



"Everything I Have" by Simon Evans

Body protection and armour Inspiration is drawn from protective clothing used in snow sports and mountain biking. Additionally, broader inspiration is drawn from car racing, in the form of racing jackets and branding symbols, such as those used in the Marc by Marc Jacobs collection.

**Pieces of me**

This is a great way of expressing individuality through prints representing our bodies, things that we own, or things that we love or care about. In the British Elle Collections, they have made a visual representation of an entire wardrobe. They presented photographs of every individual fashion item shown separately

in identical squares to create a repeating pattern. Brooklyn-based British artist Simon Evans is a master of collages, and has created methods of listing various things in a visual way. One of his pieces is called: "Everything I Have" and provides a visual representation of everything that he owns. Another piece is linked to everyday life, "Expensive Stains, Poor Stains" was used on the Altamont t-shirts range. As a pro-skateboarder and writer on the Vans tour, Evans' art can appeal to a younger generation.

**Photo manipulation and photo collage**

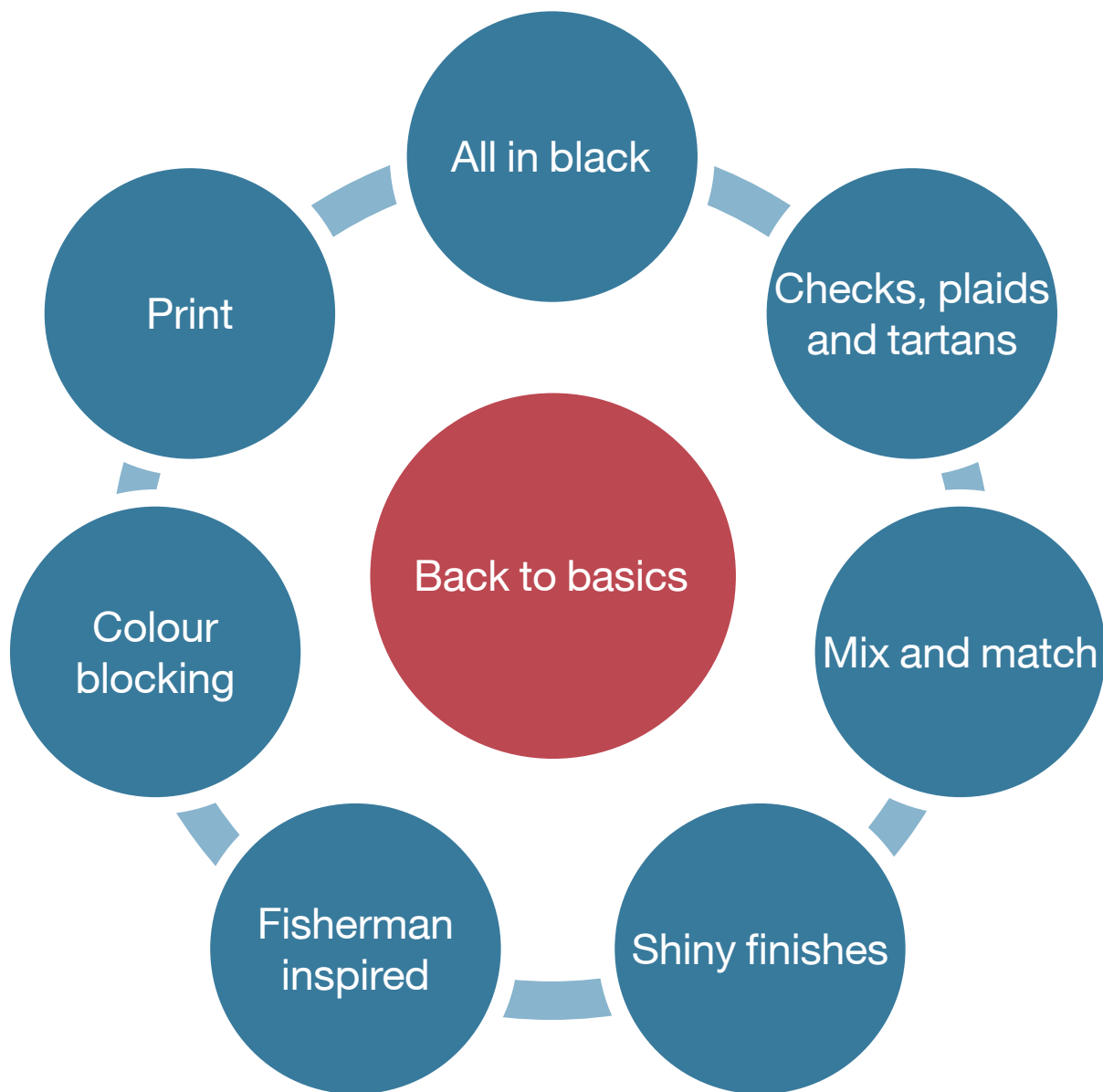
Here the focus is on the personal library of images, or the selfie. There are a myriad

of apps for quickly reworking images and creating photo collages. This provides a great way to create interesting one-off prints, and was seen in the designer collections in Autumn/Winter 2014.

**Back to basics – simplicity and heritage**

**All in black**

A trend visible across all the design labels. Reflecting the general direction of fashion towards simplicity, where cuts and new silhouettes are more important than print and colour. Within this trend, textures are usually plain, mostly matte or



Contemporary fashion is all about crossover: influences between tradition and heritage, technology and art, thrift and luxury, old and young

matte mixed with shiny materials.

**Checks, plaids and tartans**

This is a trend carried over from previous seasons, but is still very strong. It can be applied to all items of clothing, but for Autumn/Winter 2014/2015 moves from shirts to jackets, suits and accessories (especially ties and scarves for men and shawls for women).

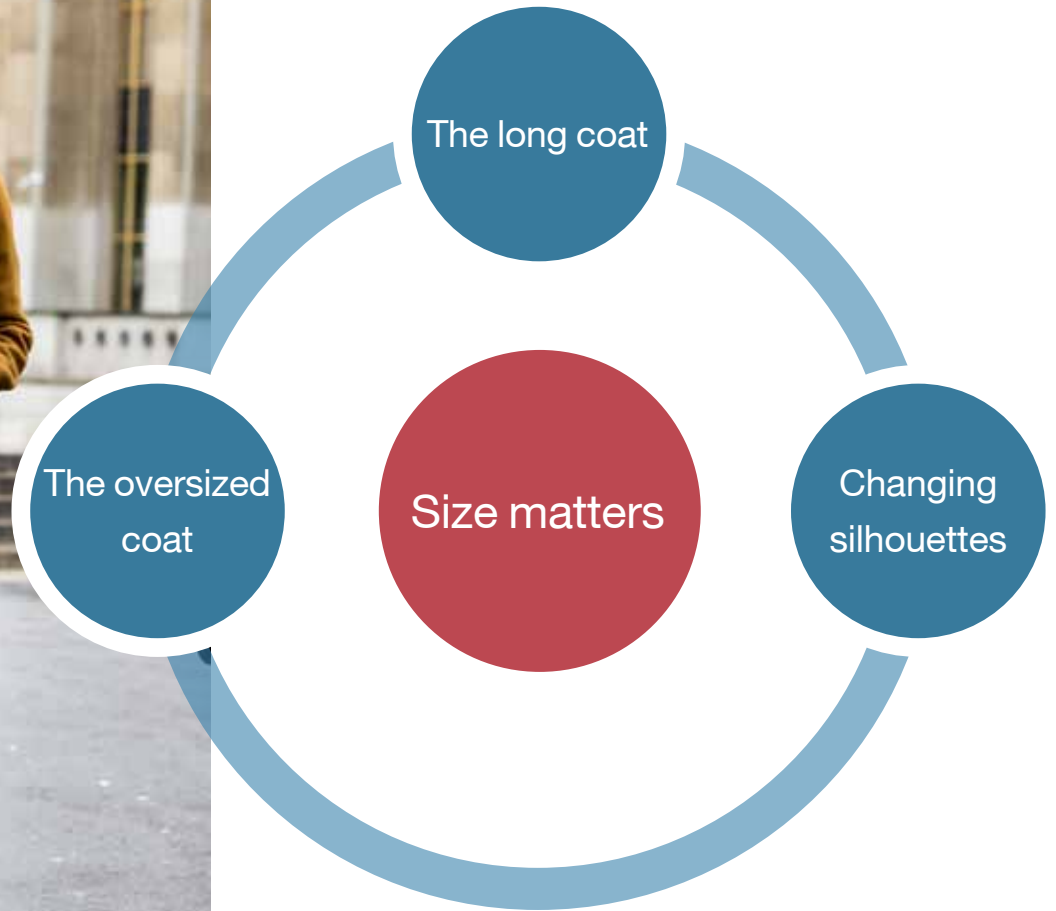
**Mix and match**

This is best illustrated by the mixing of traditional tailoring with casual, street, urban and

sportswear. Contemporary fashion is all about crossover: influences between tradition and heritage, technology and art, thrift and luxury, old and young. This mixing of influences was apparent during London 2013 and 2014 collections which contained fine examples of both Savile Row and Jermyn Street tailoring being mixed with interesting modern designs.

**Shiny finishes**

A shiny finish is a nice way to break with simplicity and give a focal point to plain designs. Examples of utilising shiny fabrics could be by intermixing them with



matte or highlighting the natural shine of leather.

different fabric are still very popular.

**Fisherman inspired**

Here the inspiration of the traditional fisherman knit is reworked in a modern style. Inspirations include: raincoats and duffels, PVC trousers and fishing net inspirations in knitwear.

**Colour blocking, panelling and differing sleeves**

This is another trend that has been carried over from previous seasons. Colour blocks can be very small in the form of geometric figures. In some cases, instead of varying colour there will be panels of different fabrics with contrasting texture or shine. Sleeves made of a

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An example of panelling by Kenzo

**Print**

The current trend is for a plainer look, but if print is used it is geometric, abstract and blurred. Prints of animals, leaves or flowers are also prominent as well as the effect of cloth “dipped” in paint or blotches of colour, e.g. tie-dye prints using personal elements are also popular.



Coat from Christopher Raeburn's AW14 collection

## Size matters: the long and the short

### The long coat

The popularity of the long coat is visible in blogs of street wear style. Tom Odell was seen in a long coat at the Brit Awards 2014 as were Tinie Tempah and Harry Styles during the Burberry catwalk show. All three young men have been voted best-dressed by the readers of the trendy Pulse Magazine.

### Changing silhouettes/oversized coats

This is a very big trend that reflects a need for experimentation with new silhouettes and cuts.

## Sustainable and cool: eco-brands

In the past we associated eco brands with shabby, often random patchworks that could be far from flattering, stylish or trendy, or even worn.

## Cock & Bull is considered to be one of the great British sustainable fashion brands

Nowadays "sustainable" can be really cool. Cock & Bull ([www.cockandbullmenswear.co.uk](http://www.cockandbullmenswear.co.uk)) is considered to be one of the great British sustainable fashion brands. For Autumn/Winter 2014/2015 they offer fantastic looks that include nice plain t-shirts, heritage looks, checks, tweeds and flower prints.

Their design is based on a philosophy that is ethical, sustainable, cherished, and underpinned by:

1. Design that is inspiring, wearable and cherished
2. Fabric that is sustainable, organic, low impact colouring
3. Production that is made in the UK.

## Christopher Raeburn is another example of a fantastic, cool and relevant designer

Christopher Raeburn is another example of a fantastic, cool and relevant designer. He became known for his modern interpretation of military fabrics. He uses vintage pieces and 'remakes' them into fashionable new items. The cool elements of his brand to look out for in Autumn/Winter 2014/2015 include a shiny reinterpretation of parkas, duffle jackets, long coats and jackets with sleeves of different colour, patches of abstract prints, sheepskin jackets and polar bear prints.