

# Freshmen in Florence



wear show Pitti Uomo will welcome some newcomers to its halls. DNR previews what they have on offer.

BY STEPHANIE EIRO



Dunhill

## THIN CITY

Exhibiting for the first time at Pitti Uomo, historical English sartorial brand Dunhill has expanded its collection for next fall. As part of a plan to consolidate and expand the brand, Dunhill has included casual items like jeans made from Japanese denim and polo shirts alongside its more traditional roots: overcoats, suits and blazers. Designers of the collection were inspired by the look of a modern English aristocrat to pull together two narrower suit silhouettes, as well as a leaner, shorter, single-breasted jacket made of mohair to render it crease-free. The slimmer shapes have been accessorized with 7.5-centimeter ties that feature prints taken from patterns of art-deco enamel cigar cases found in Dunhill's archives.

## VOYAGE WITH McQUEEN

In a design collaboration almost guaranteed to show travel luggage at its edgiest, Samsonite Black Label will showcase its 2007 collection at Pitti—the fruits of its new partnership with designer Alexander McQueen. The English designer known for theatrics in his own rtw collections has unleashed his creativity on a modern collection of luggage for the historical luxury travel brand. The set includes sleek, bespoke crocodile-leather pieces, as well as an ultra-modern trolley that reveals the form of an upper torso on its front.



Samsonite Black Label

## HAUTE KNOTS

Niche, luxury neckwear is on the rise. According to Françoise Vinas, who created Atelier F&B—an ultra-high-end tie line launched 3 1/2 years ago—the industry has carved out a market for itself in the upper echelons of tailored men's clothing. "Chinese production has created a gap in the market," said Vinas, "and now some members of the fashion industry are turning away from large-scale neckwear production to high-end, European-made ties." Vinas, together with partner Bernard Schwok, will show at Pitti a rounded-out collection of Atelier F&B's luxury neckwear produced in the company's factory on the shores of Geneva's lake. Vinas described Atelier F&B's look as a combination of artisan know-how imparted from his family's silk tie specialist company Anthime Mouley, and classic designs with a twist. Expect tone-on-tone paisley motifs, medalion prints and cashmere/silk blends.



Atelier F&B

## TAILORED SUSTAINABILITY

After opening its first Italian stand-alone store on Via Tomacelli in Rome in November, Merrell will use Pitti's January edition to launch its first men's apparel collection. The two-year project was developed with the

company's heritage of technical functional fall '07 Merrell will present a series of laser garments and a pant created from a blend of organic cotton. The company has also prioritized in developing sustainable fabrics that on the global environment, embodied in the Jacket, which is made entirely from cork.

## ROCHA'S AVIARY

After a five-year hiatus from men's wear, Irish designer John Rocha is back with a fall '07 collection that will launch at Pitti.

Inspired by a recent trip to Africa and the photographs he took of hundreds of birds flying above a savannah, Rocha has designed a 90-piece collection that includes formalwear and casualwear. "The collection is understated, but there are elements of surprise and flashes of opulence," said Rocha, who added that the look was best summed up in a wool coat with lace piping and a jacket that revealed jet beading on the inside. Rocha will show two suit looks—one narrow, tailored close to the body, and another with a roomier fit. Rounding out the collection are a leather shearling and chunky cotton and mohair hand-knitted sweaters in oatmeal, navy and chocolate.

## AMERICAN SARTORIALISTS

Reinforced with a younger management and design team at the helm, 90-year-old American tailored label Oxxford Clothes will make its debut at Pitti in January. Mike Cohen, president and CEO, said the move to show the collection in Pitti was part of an overall plan to consolidate and expand the historical brand. "We recently recruited a European agent who will also cover Asia, but Pitti will really be our grand debut onto the world stage," said Cohen. For the

Florentine fair appointment, Oxxford Clothes will showcase its fall-winter '07 collection in an 800-square-foot booth space. Cohen described the line as chic and serious with an Anglophile feel, w by Savile Row and Oxxford of dressing Hollywood st ture chalkstripes and wea from the brand's 1930s a Hollywood stars Clark C Grant donned Oxxford's t ningwear looks. ■



Merrell

JOHN ROCHA PHOTO BY NEIL GAVIN