

SPRING/SUMMER 2010

WHAT TO EXPECT THIS SEASON

RELAXED DECONSTRUCTION

As a clothier I have found that today's fashion houses have become, well, boring and predictable. Unwilling to make the bold moves that they are expected to make, all you see is a wall of solids as if patterns are a thing of the past.

Granted there is a smattering of patterns from such luxury houses as Tom Ford and Missoni, but from Armani to Prada the Spring 2010 runway shows have shown nothing but solid colors. I think the runway theme this year was "How many versions can we produce in straight solids?"

The gradual silhouette shift in men's and ladies fashion has finally revealed itself with more relaxed, lived in, softer edged clothing. A younger audience of 20 to 30 year olds have swung towards a way of life that is more formally dressed, snubbing the almost grunge leftovers of a few years ago. The tighter, shorter, figure-hugging clothing that has appeared in the past few seasons has morphed structured clothing into a more relaxed, softer look.

JACKETS

The deconstructed jacket, "senza" shoulder pads, minimal inside lining and canvasses, in all essences fits more like a shirt than what we usually associate jackets to look like. This natural transition occurred as clothing became closer fitting over the years, designers stripped down the barriers to the body shape and eliminated impediments to showing off the body's natural curves, something that Italians have been eager to do for decades but Americans reluctant to embrace.

The "American" styling of boxier, almost burkha, body concealing clothing of yesteryear has gradually disappeared and now even "healthier" Americans welcome the European fit. Case in point, low rise jeans, flat front slacks.

TWO BUTTON VERSUS THREE

Continuing its gradual resurgence, its all about two buttons again at least for the next few seasons, with three buttons becoming more of a mainstay than a fashion trend.

Six button double-breasted jackets will see a small comeback with malleable fabrics such as brushed cottons and light weight wools. But realistically, the two button is here to stay for the average American male.

More pocket styles such as a small extra ticket pocket above either outside pocket relaxes the overall look. Look for patch and bellows pockets on sports jackets.

TROUSERS

Pleated pants are only for the ultra conservative. Flat fronts are now mainstream must haves if you don't want to look dated and come with a tapered leg that flatter the body. It is a more restricting fit, but unfortunately you have to suffer for fashion.

COLORS

Solid khakis, tans, silvers and tonal grays are across the board favorites this season. Although boring and predictable colors, fabric houses have become inventive in their translation of these perennial basics.

Smooth and brushed cotton and cotton blends seem to be omnipresent for a casual look, while luminescent mohair blends still the favorite again for business attire. This simple, pared down coloration is indicative of the sleeker; sheen direction clothing has taken the past few seasons.

Red and crimson are the new colors to watch for as a replacement for the purples and mauves that have dominated men's and ladies markets lately.

SPRING AND SUMMER KEY WORDS

Shorter, tighter, younger, unconstructed, tans, khaki's, reds, purples, pockets.

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