

Metrosexual

FASHIONABLE MEN have endured some serious name calling in this last year: Coordinated and groomed guys have been called everything from Metrosexuals to "Queer Eyed." The effect has been an awakening of men's fashion senses. Spring 2005 brings a burst of color, a proliferation of details, sexier fabrications, close-to-the-body silhouettes, and a penchant for fashions that are thematic and embellished.

DESERT RIDER: Think Indiana Jones meets casual fashions with function. The colors are softened and muted with a yellow cast for tans and an olive base for greens. The garments are richly detailed with zips, three-dimensional pockets, bungee cords, and hidden zip-out features. The fabrications are lighter in weight and carry less bulk with natural textures and washed finishes key.

MARINA: The nautical theme is a new concept for the menswear market and offers a blend of nostalgia and street-savvy looks. The colors are weather worn and washed offshoots of the traditional navy/red/white story with tan as the new addition to the range. For fun, rear printing, pirate themes, and raunchy sailor humor are added. Denim also is part of the boating mix in sanded, creased, and laundered looks.

RAINBOW DELIGHT: Bright and botanical are the buzzwords here. Florals, opticals, stripes, paisleys, and mixed prints are all on the menu for shirts, blazers, Ts, and shorts. You also will find fitted Ts, slim shirts, and muscle tops. Anchor these looks with white denim, tan utilitarian bottoms, or bleached and sanded denim.

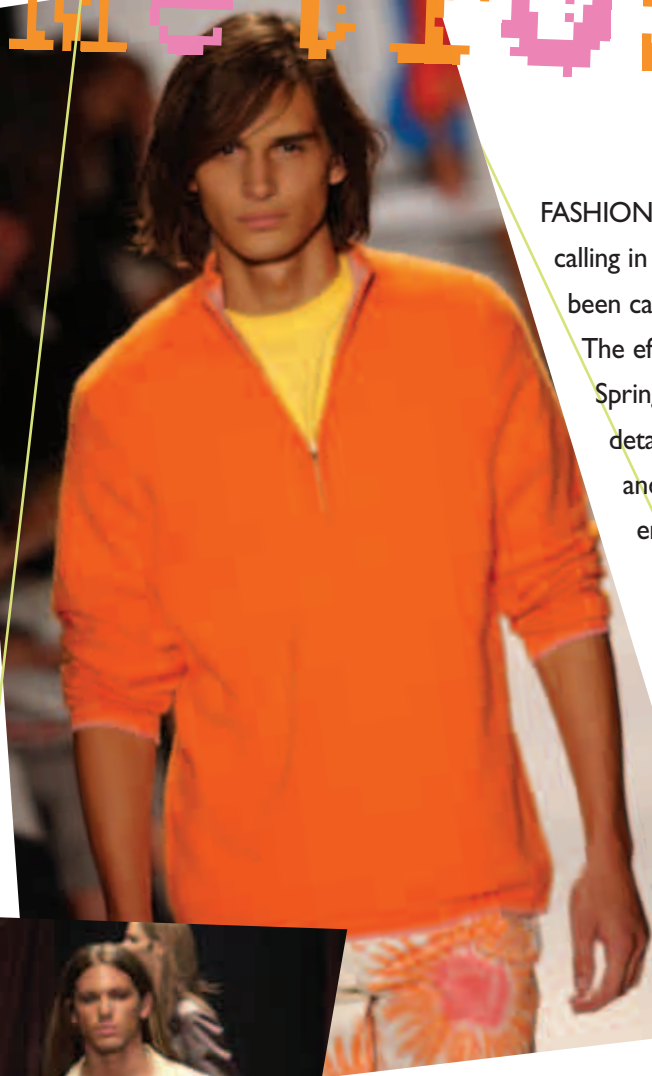
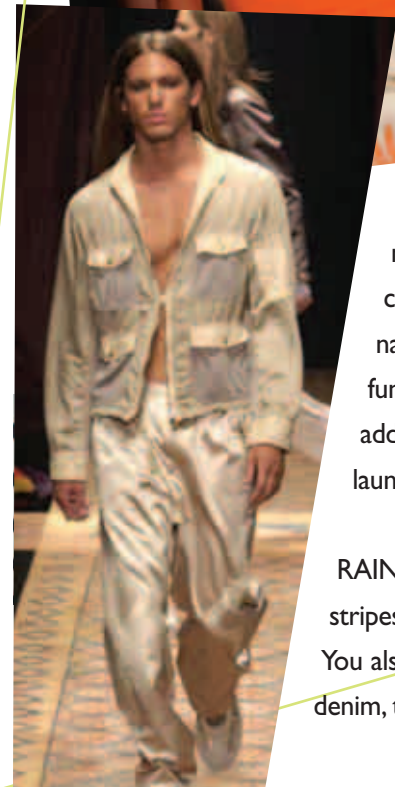
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RIVIERA: The Riviera is steeped in tradition with a heavy dose of the aesthetic of the '70s and a range of updated pales paired with steely blue, white, or smoldering charcoal. Attention to both details and craftsmanship is paramount. Look for stitch interest on knit polo tops; intricate woven stripes with or without subtle texture play on shirts; lightweight jackets with stitching, details, and liners in contrasting prints; and pants that are either easy pajama-style cabana striped pull-ons or minimalist and slim-fitting pants sans pomp or circumstance.

WORKWEAR: A hybrid of "garage" denim, utilitarian styling, and a touch of rock-and-roll. Look for music references on screens, pins, belts, and patches. Tie in well-worn and vintage denim that may have spent some time in the garage because of the stains, bleached spots, and other signs of work-related wear and tear; blue, gray, and green-blue tints are best. Top it all off with some layers of muscle tops, fleece sleeveless hoodies, vintage Ts, and some glam references.

LATIN LOVE: Look for tropical botanicals, fruit prints, Guyabera styling, embroidery, and printed declarations of love on woven shirts. Take the knit top into new territory with rich embroidered and stitched motifs, layers of sheers, and well-placed screens depicting destinations, flora, and fauna. Pants are worn low and lean in natural fabrics with obvious textures or subtle herringbones, checks, or stripes. Details include natural wood buttons, subtle screens at the rear, and tons of stretch and ease to Samba.

Eva Brune is senior editor of Fashionsnoops.com, which provides forecasting information and trend reporting services for fashion and licensing professionals. The boys' and girls' and men's reports for spring and fall are courtesy of Fashionsnoops.com for Xtension. For more information, visit www.fashionsnoops.com.





FALL 2005

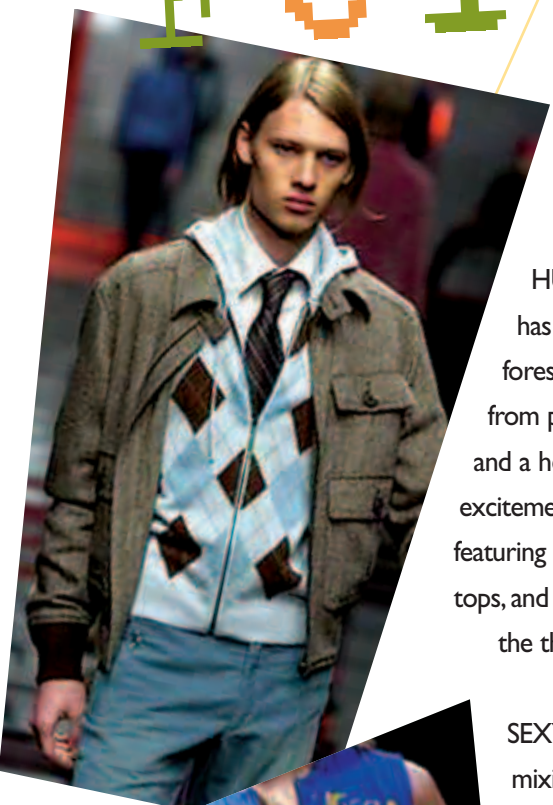
FALL FORWARD

FALL 2005 CONTINUES along the lines of spring in that many of the best men's looks are heavily themed and easy to understand and there is something for everybody and every taste. Here, a look ahead.

1970s CHIC: Think about a careful blend of the best style elements, silhouettes, and colors from the 1970s and you have this look covered. Velvet blazers, lean and low pants, luxurious fine-gauge knits, and elements of shine and sheen are required thinking here. Go bold with printed and mixed-media shirtings for this flashback look. Think smoky and mysterious for colors with hazy grays of different intensities mixed and matched with "barely there" neutral pastels.

ENGLISH COUNTRY: All of the tweeds, warm and wooly apparel you would expect to see on an English country romp: chunky tweed car coats, novel knit sweater vests, tweedy pants cut into the most modern silhouettes, and a healthy dose of screened humor in the form of jumbo, lifelike animals. Think about layering in pieces that have some street cred such as a hoody or a knit trainer for familiarity.

GRAPHIC: The menswear market is starting to enjoy the flexibility and pure fun of highly energized and art-based apparel. Look for a continuation of this bright-on-bright thinking



with printed shirts, intarsia sweaters, full-body screened Ts, and even a printed blazer or pant to mix things up.

HUNTER STYLE: He's got game. This look has been borrowed from the fields and forests of Canada and includes everything from puffy "parka" vests to buffalo plaid shirts and a healthy dose of distressed denim. The real excitement comes from the hand-knit sweaters featuring animal motifs, the leather trim on knit tops, and the layering that is the cornerstone of the theme.

SEXY ON THE SLOPES: The idea is mixing downhill gear with street-worthy fashion. Expect to see quilting and stripe motifs built into casual fashion. You also will find micro quilted jackets layered under blazers and fairisle cardigans and sweaters peeking out from under denim or paired with clean-cut trousers. Think bright, think active, and drop in some metallic colors for more forward applications.

URBAN PREPPY: Argyle, anyone? This time-tested pattern returns to define an entire fashion movement. The bold and simple argyle is used in fine-gauge knits, cut into cardigans, and even referenced in shirts and jackets. The key is to mix and layer the look with familiar tweeds, denims, or other base fabrics for neutrality. Keep the colors bold and clean and don't be afraid to color outside the lines here.



Heavily themed and easy to understand, there is something for everybody and every taste.

