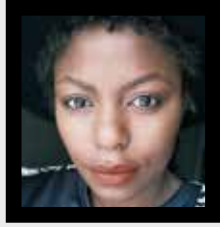


"Think pink but don't wear it" – KARL LAGERFELD

Editor's Note



NONTANDO MPOSO

SOUTH Africa has some talented menswear designers and SA Menswear Week is the only platform in Africa dedicated to promoting them.

With a special focus on menswear, the event is responsible for elevating and launching the careers of many designers over the years. ThrowawayTwenty, Imprint, ALC Menswear, OneIAm, Sol Sol and Good Good Good are just some of the menswear brands showcased in the latest instalment of this important occasion on the design calendar.

The trends that stood out included vivid and vibrant colours, prints such as geometrics, African wearable art and loose feminine silhouettes.

Use the trends stated here as guidelines when shopping for your summer wardrobe.

Your outfits should be an extension of your personality and you should dress to flatter your body type and shape.

Menswear is now more adventurous and men are no longer boxed into conservative colours and tailoring.

Our local designers offer a range of clothing that caters for most tastes. Get to know them and their aesthetics – and support them!

◆ For content or to connect, email nontando.mposo@inl.co.za.



IMPRINT

TRENDS

Menswear marches boldly into summer

Florals to flamingo prints rocked the SAMW runway

GERRY CUPIDO

VIBRANT prints and colours on designs ranging from formal to casual street style dominated the Spring and Summer 2020 edition of SA Menswear Week (SAMW), held last weekend at the new KPMG Skyscraper building in Cape Town, where designers presented their latest collections.

Masa Mara, Throwaway Twenty, Imprint and Good Good Good were just a few of the menswear designers who impressed. Here are seven you need to know and their top trends for the season.

1. GOOD GOOD GOOD:

This brand is where function meets fashion. I love the oversize jacket with baggy pants featuring utility pockets. The wearable and unisex design made from a good quality fabric in neutral tones makes for a great addition to any wardrobe.

2. MASA MARA:

Nineties leisure wear meets Africa is how I would describe the Masa Mara looks. Bold prints and edgy designs give these retro-inspired designs a modern feel.

3. JREASON:

Nigerian label JReason presented a collection that featured the most exquisite fabrics. His high-waisted pants in shimmering aqua green-blue fabric with tassel details on the pockets are the perfect pants for a



MASA MARA

hot summer night.

4. IMPRINT:

The king of print didn't disappoint with a collection of monochrome as well as bright, bold geometric prints. Creative director Mzukisi Mbane manages to play prints up against each with visual ease. His cropped jacket and flared-bottom pants will rock this summer.

5. XM CREATIONS:

Design duo Mawande Mbawuli and Xolani Magadla showed a collection of relaxed fits, solid colours and feminine prints. A typical piece combines bright orange with dainty pale blue and white flamingo print, while a de-constructed collar adds a relaxed feel.

6. THROWAWAY TWENTY

This collection closed the show on a summery note. Models came down the runway holding bunches of gypsophila flowers. The fabrics echoed the flowers in bloom theme, with flowing fabrics covered in colouring summery fauna prints. Florals were mixed with solid tones or bold multicoloured stripes.

7. ONE I AM:

Onesimo Bam's collection had a distinctly Asian theme. Titled "Furo" in Japanese, which translates to flow in English, his kimonos were prominent pieces in the collection. Due to the print technique used on the fabrics, no two garments are alike. Hence the pieces look like individually painted garments.



XM CREATIONS



GOOD GOOD GOOD



JREASON

| SIMON
DEINER
SDR Photo