

MILAN MAN

Late last month Milan Spring/Summer 09 Men's Fashion Week closed. It was a week of designer bigwigs touting their wares to a crowd of the most influential fashion buyers and media (iQ included) from across the globe. It may have totally missed your radar, you may not even care, but one thing's for sure, the collections and how they were received will have a major impact on what you'll be wearing next year. iQ reports exclusively for the Middle East on what will be in your wardrobe next summer

Words by PAUL EWART

MOSCHINO ▶

Naming punk rock, romantic, preppy and tailoring as key influences, the packed industrial warehouse acted as the perfect venue for Franco's latest offering: 'Punknic'. A fusion of punk and a traditional picnic, think copious amounts of gingham, zips and safety pins, bucolic touches such as bow ties and straw hats (complete with picnic baskets) and an assortment of badges pinned onto lapels.



COUNTRY PICNIC

Picnic-style gingham on shirts and blazers, paired with blazers offers a Dandyish style for summer.

As seen at:
Moschino
Bottega Veneta





TRENDWATCH

BLUE SKIES

A repeat from this season, blue, specifically azure and navy, will continue to be next summer's hottest accent colour.

AS SEEN AT:

Bottega Veneta
Salvatore Ferragamo
Versace



SALVATORE FERRAGAMO ▲

A sea of white at Ferragamo, broken only by sporadic patches of bold, brilliant colours. Massimiliano Giornetti was inspired by the Raj and a feeling that men no longer differentiate between dressing for daytime and the evening. Hence a mixture of airy white linens, casually draped scarves, garlands of flowers and contrasting 70s prom-like tuxedos (complete with ruffled shirts and waist-cinching cummerbunds) in fuchsia, orange and azure blue. Ombre (dip dyeing) treated sweaters also added interest, as did several jumpsuits and clutch bags.

CLUTCH CONTROL

We've all accepted the 'manbag' and now we have the 'manclutch' – a clutch bag for men. Well, your girlfriend does have one...

As seen at:

Salvatore Ferragamo,
Costume National



TRENDWATCH

BOTTEGA VENETA ▲

Thomas Maier considered the jacket when designing his spring/summer 09 collection, specifically its versatility and its interpretations, from utilitarian to formal. And in terms of material, Maier – like so many other designers this season – focused on the pyjama. Lightweight, unlined and made out of cashmere cloth or printed cotton, these jackets were deconstructed and paired with roomy, baggy pyjama bottoms. Gingham checks on shirts and cotton jackets gave a summer feel and the structured bags contrasted well with the general rumpled nature of the rest of the collection.



A stellar front row at Versace, from left to right: Gerard Butler, Germaine Dupree, Janet Jackson, Tom Ford, Rupert Everett, Allegra Versace, Anna Wintour and Jay Fielded (Editor of *US Men's Vogue*).



WHO WAS THERE?

US Vogue's infamous editrice Anna Wintour made her inaugural trip to Milan for the men's shows, alongside *US Men's Vogue* editor, Jay Fielden. Gerard Butler was in town for a party being thrown by *Vogue* in his honour. And Tom Ford opened his first European shop during the men's shows. iQ caught up with Kelly Osborne and model boyfriend at the Versace party – after hobnobbing with Donatella and Rupert Everett. And supermodel Naomi Campbell closed the Dolce&Gabbana show. The British fashion world was also present en masse: *Dazed & Confused* editor (and father of Kate Moss's daughter) Jefferson Hack and *Pop* editor and super-stylist Katie Grand held court on the front row, along with Suzy Menkes (*Herald & Tribune* fashion editor).

THE
NIDWA
TCH

PYJAMA MAN

Crumpled and casual, languid pyjama-inspired suits and trousers are everywhere.

As seen at:

Versace
Bottega Veneta
Vivienne Westwood



PRADA ▼

Miuccia Prada named her influence as 'fragility and power' – men hanging in the balance. And her vision was encapsulated by the parade of models on the catwalk with their outfits hanging from halter-neck straps. As at Burberry, the chest was prominent with scoop-neck portrait necklines. A typically drab Prada colour palette was observed and shoes were also treated to Miuccia's ideas of suspension with elastic bands encircling them. Though it may seem unlikely that suspending clothes from two straps at the neck will catch on, it was Prada who, for spring/summer 08 produced a pyjama-inspired collection and fast-forward a year and other designers have adopted the same influence. Where Miuccia leads, others soon follow!

VERSACE ▲

Formal attitude, informal mindset was the ethos for Versace's spring/summer 09 collection. The collection evinced even further the total about-face from the 80s money-sodden yuppie look that characterised Versace in the past. Now we have a pallid colour palette and light materials: soft cottons, silks, silicone and new fabrics, including a type of nylon with a modified atomic structure that resembles washed silk. Graphic punches such as piping on blazers or pants occasionally interrupted the softness of the collection. Men's sandals also evolved into elegant shoes complete with leather laces, worn with perfectly tailored suits.



BURBERRY PRORSUM ▼

Christopher Bailey's latest collection 'Crumpled Classics' seems to be the antithesis of his spring/summer 08 offering of bright fuchsia and turquoise wetsuit-inspired fare. Imagining the late artist/filmmaker Derek Jarman in his garden at Dungeness — a stretch of English seaside perched next to a nuclear reactor — Bailey has gone all maudlin with a drab colour palette of moss, stone, peat, bark and pewter. Layering was key: trenches, coats and jackets over fine knit sweaters and loosely buttoned cardigans with flesh-baring scoop-neck tops underneath. Bailey also produced wool gauze tees and shirts in washed-out broderie anglaise, creating a distinctly vintage look.



GET SHORTY

One of the most ubiquitous trends on the catwalk, the heads of the various menswear design departments across the world obviously sent out an internal memo that shorts (combined with formal wear) are a prerequisite for the summer.

As seen at:
Salvatore Ferragamo
DSquared 2
Iceberg

DSQUARED2 ▲

The DSquared2 twins, Dean and Dan Caten, are quickly getting a reputation for putting on an impressive show. Taking inspiration from Harlem, the audience was treated to a break dancing routine — complete with Harlem barbershop backdrop — before the ghetto-inspired collection began. A steady stream of polo shirts, gym shorts, neon, rolled-up denim shorts and exaggerated gold chains made up the bulk of the collection. The Caten twins also focused on the contrast of formal attire with the urban, pairing tailored tux jackets with edgy accessories such as caps and medallions. And with the new issue of *Vogue Italia* using black models almost cover-to-cover, the styling of the show was particularly appropriate.





TRENDWATCH

BAGGING IT

Oversized bags are still huge (literally). The shopper is still going to be a must-buy, as is the hold-all, which should be carried over one shoulder.

As seen at:

- Burberry
- Etro
- Gucci



CALVIN KLEIN ▼

A typically subdued collection from Calvin Klein, or so we thought. Using American sports as an influence, Italo Zucchelli explored athletic fabrics such as grey jersey, perforated cotton and high-performance bonded paper, which, although looking like silk, was actually super-strong paper. However, in this sea of grey and white, suddenly we were surprised with full-on, head-to-toe florescent suits (shoes included) that actually caused the audience to break out into applause mid-show.



ETRO ▲

Paisley, paisley and more paisley – set against a jungle backdrop, Kean Etro revisited the pattern that brought Etro to the public consciousness. Whether the pattern was on shorts, flowing dressing gown robes, shirts or even stenciled onto the skin of models, paisley was present in abundance. Travelling through Southeast Asia, Kean's collection was an explosion of colours and patterns. Nehru shirts in cotton sateen and safari jackets contrasted with rigid tailoring, where say, a tailored suit jacket might be paired with cargo pants and a scarf as a belt. Kean also reworked the Burmese longyi (think sarong) pairing it with suit jacket and formal shoes.



GUCCI ▼

Frida Giannini's collection screamed Club Tropicana. From the pink flamingo pin on the jacket lapel to the brightly coloured tropical flowers decorating bags and jackets, it was clear that youthful club kids were the primary influence. Florals were embroidered on jeans, a python jacket and printed onto shorts. Formal suits were followed by luxury leather jackets and black and white evening suits, embellished with floral embroidery and semi-precious stones fastening the belts. Bags were prominent – with the success of Gucci in the accessories market, why wouldn't they be? – ranging from a turquoise croc shopper to a bag traced with day-glo orange.



FLOWER POWER

Mini corsages at the lapel and flower prints ensured that florals are still on the fashion radar for summer.

As seen at:

Missoni
Bottega Veneta
Gucci



ANKLE SKIMMING

There's definitely a new length for trousers and it stops just above the ankle. Whether flashing some bare ankle or some geek-chic patterned socks, this is one of the season's more questionable looks.

As seen at:

Fendi
Costume National
Belstaff



FENDI ▲

Fendi, a house renowned for luxury turned on its head with Silvia Venturini Fendi's 'poor' collection, so tagged because of her use of simple and natural materials. Leather jackets had what appeared to be a Hessian top stitching and what appeared to be a tufty fur jacket was actually a mix of leather and cotton. Traditional, working garments were used — for example, a knit tabard became a waistcoat. Fendi also worked the new trouser length, cropping the hem just above the ankle and pairing them with wedge shoes, (yes, wedge shoes). We're positive that some witty fashion editor will coin an appropriate term for them, perhaps combining the world 'man' and 'wedges' to create 'medges'. Oops, we've beaten them to it.

