

Jacket Required

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This season, premium fashion trade show Jacket Required sees the launch of an exclusive womenswear edit, offering a carefully curated line-up of international brands across apparel, footwear, accessories and lifestyle products. WWB introduces some of the brands well worth a visit.



▲ LE COQ SPORTIF

French sportswear brand Le Coq Sportif is once again building on its 130-year heritage with a collection that channels high quality, fitted cuts and premium materials. Ninety per cent of the materials used are knitted and dyed in France, with the brand offering classic pieces for everyday wear across a number of lines. The Tricolore collection plays skilfully with the concept of combining three colours and subtly signs off each item with its famous placket, while the Essentiels line is the modern expression of the brand's traditional savoir-faire.



▲ SANDQVIST

Swedish bag brand Sandqvist was founded in 2004 by Anton Sandqvist, inspired by a devotion to outdoor life and memories of a childhood spent in rural Sweden. The Nordic landscape with its vast unpopulated areas, soaring mountains and remote cabins, as well as an urban city lifestyle remain the strongest influences for the brand, which has made a name for its clean, minimalist and uncomplicated and yet über-stylish designs with a clear Swedish heritage.



▲ CUISSE DE GRENOUILLE

Boardsport label Cuisse de Grenouille was founded in 2010 by two brothers, Lucas and Severine, Parisians and fans of the 1960s gentlemen surfers look. The first women's range was recently launched to huge success. More than a clothing brand, Cuisse de Grenouille provides a whole lifestyle, with books, surfboards, sunglasses and more forming the extensive offer.



▲ LOIS JEANS

Jeans label Lois is one of the most recognised European denim labels, with its spirit and aesthetic rooted in music, art and innovation. The brand's history dates back over 60 years, when it was established in a small town near Valencia, Spain, by two entrepreneurial brothers. Now with headquarters in Holland, Lois Jeans continues its expansion through Europe and the rest of the world, reaching more than 50 countries through subsidiaries and distributors. It's relaunching in the UK this season with a collection that embraces innovation and makes denim ranges relevant to current trends.



▲ SANTA CRUZ

Santa Cruz has been an industry-leading manufacturer of board sports lifestyle hardware and apparel for over 40 years. Established in 1973, the label defined a generation with eye-popping graphics and innovative products that resonated with tastemakers, pro-riders and younger generations alike. Through the visions of legendary artist Jim Phillips, its graphics have become some of the most iconic and recognisable in boardsports history.



▲ HIBI

Japanese brand Hibi offers a beautiful range of aromatherapy and incense sticks based around natural fragrances from its native land. The brand's innovative incense stick is a key piece in the range, and can be used without ignition devices. Hibi reflects the sensibility of today's Japan, not only in its product mix, but also its sophisticated and stylish packaging.



▲ DEADWOOD

Ever since its launch in 2012 Deadwood has been a statement of rebellion against worn out dogmas. Using mainly recycled materials, especially leather, each garment combines punk inspired aesthetics with a green cause. Swedish founders Carl Ollson and Felix von Bahder met as colleagues in a jean shop in Stockholm and went on to open their own vintage boutique. There they cultivated their fascination for timeless design as well as their love for used, pre-loved clothes. Out of that shop their brand evolved, specialising in leather garments using post consumer waste: chopping up old leather garments that have reached their expiration date in terms of style, and turning them into new beautiful looking jackets and accessories with a vintage soul.