

# JACKET REQUIRED

Buzzing with the coming together of old industry faces, and plenty of fresh folks in town too, Jacket Required once again wore the mantle of the UK's finest contemporary menswear show. Tom Bottomley walked the halls to get the news and views from some of the new and returning brands.



## SEAN GORMLEY, CREATIVE DIRECTOR, WRANGLER

### What are you doing regarding the brand's 70th anniversary this year?

It's an important year for us as a brand. We're rejuvenating some of the fun and fashion the brand had in the 1970s, when Wrangler was the biggest brand in the world in terms of jeans sales. The important pillar of the new collection is a collaboration with Peter Max, an artist famous for psychedelic art from the 1960s and 70s. He created designs for The Beatles and posters for Woodstock. Wrangler did a collaboration with him in 1970 and 1971, and it was massive - we sold three million pairs of jeans in one year.

### What does it consist of?

There's a lot of colour blocking, such as tri-colour cord western-style shirts and jackets for a/w 17, and a mixing of denim colours on jeans. The jeans are made beautifully with selvedge denim from Cone Mills, so this a premium line with jeans set to start at £160 retail. The 'Retro Slim Fit' is like an early Wrangler cowboy jean but slimmed down a bit on the legs for a modern look. We want to bring the brand back to a younger consumer.

### What about the more commercial mainline?

The focus is on more contemporary fits. There's a slim straight leg, a slim tapered and even a looser fit. We've raided the archives for inspiration. A key product is our Stone Dyed jeans, originally introduced in around 1978. There's also an early 1980s bleach wash, which we call our Wild Wash, featuring on a jacket and a jean.

## COLIN CLARKE, SALES MANAGER, GOOD COMPANY, PRESENTING HERSCHEL SUPPLY CO.

### What are the key pieces in the new apparel line?

We only have a small selection here, but it's very outerwear focused. There's the Voyage style, which is a packable coach jacket in a nylon ripstop, and a zip-up anorak that's quite a tailored shape. There's also an overhead hooded jacket with a front pouch pocket. Another area is called Forecast, and that consists of a rubber treated membrane, all heat-sealed and fully waterproof. There's a hooded camo coach style jacket within that, and a longer parka style. We've already got 22 accounts on board with the apparel in the UK for a/w 17.

### What's new with the bags?

We've got what we call the Surplus collection in an air force nylon military green, which is a satin nylon like what you get on an MA-1 jacket. The bags are camo lined, and there's a shoulder bag, holdall and rucksack. They will retail for £90-£100. Selfridges and some good independents have picked up on it. Another strong addition to the offer is our Offset line in canvas, with striped ribbon detail and leather trims.

### What brand news is there?

I think we've had the best autumn/winter season ever. We came back after Christmas to a pile of re-orders on key stock items - backpacks, wallets and beanies. As we're growing in to different product areas, we're finding the market seems very receptive. The apparel range will grow significantly going forward. We're also potentially looking at retail options in London, but that's in co-ordination with the brand owners in Canada.

## ADAM LEEBETTER, SALES DIRECTOR, HENRI LLOYD

### What is the new 'Consort Project' all about?

It's been generated via our Italian licensee, which we took on just over a year ago. We've gone back to the brand's roots. The Consort jacket was the very first created by Henri Lloyd in Manchester in 1963. The Italian paninari, or scooter boys, adopted it as their jacket of choice back in 1979. We've remade the jacket in a different fabrication, a softer Oxford with Manchester cord trims. It comes in multiple colours. There's also an updated version with a pack-away hood.

### Does this collection sit separately from the main line?

Yes, it's totally separate. There's 21 individually designed jackets just on the Consort Project. Four different Italian designers, and a UK designer, all outerwear specialists, have been working with us to create this collection. Five of the jackets are limited edition, individually signed by the designers. We're only selecting premium accounts to sell these jackets to.

### Why did you decide to bring this line to Jacket Required following its launch at Pitti?

Jacket Required gives us an opportunity to showcase what we are doing as a brand. This is our top end. There is obviously a much wider collection that can be bought in our London and Manchester showrooms, but this is an opportunity to see what the best part of our business is. We've had a few good retailers wanting to do exclusivity on certain jackets. We'll also be looking to back this up with a marketing campaign later in the year to launch these jackets. Social media will play a big part.

## GARY BROWN, ACCOUNT MANAGER, CLARKS ORIGINALS

### Have you been as busy at the show as you always seem to be?

Yes, we've had an amazing time with a lot of interest in the brand. We're starting to elevate the brand and we've just changed the branding. We've gone in to a new category with the launch of a boot and shoe that were actually originally designed in 1954, but didn't make it to market. We're very excited about it, and the reaction has been great. They are made in England and Goodyear welted with a Scotch grain leather upper. It takes us in to a different category. The boots will retail at £350, the shoes at £300 for the shoe. There's also a Goodyear welted version of the Desert boot.

### What are the key areas performing well with independents at the moment?

The key area for us has been the Weaver boot, which is essentially a Wallabee turned inside out so you get the stitching detail going around the toe. It has absolutely smashed it this season. We're bringing back the Weaver for a/w17, and we've got high hopes for that. We're also introducing some great new colours. The Desert Trek boot is another key growth area.

### How does the Trigenic Flex line fit in?

It's where old meets new. It still has the moccasin construction, in fact it's very Weaver inspired, but the decoupled Vibram sole unit gives a different sportier look, and ultimate comfort. It bridges the gap between casual and sports. We're not trying to get in to that real sneakers market, it's more about playing to our strengths in the casual market and widening the brand's appeal.

## FODAY DUMBUYA, FOUNDER AND CREATIVE DIRECTOR, LABRUM

### Is your label new?

This is our third season, and distribution is being handled by Egomark. They spotted me at London Fashion Week. I was showing in the Designer Showroom in January. They liked what I'm doing and the aesthetic of the clothes. It's the first label I've had of my own. I used to work for Nike as the bespoke designer for Nike Lab for the higher end clients who would spend £750 on a pair of shoes.

### Was it your ambition to do clothing?

Yes, that's always been my ambition. I studied design at Nottingham Trent University, and then I came to London and did a year's pattern and sewing course and menswear design at the London College of Fashion. This collection is called 'Pilgrim' and is all about my journey and experiences. I was born in Sierra Leone, moved to Cyprus and was brought up there, and then moved to London when I was 13. So it encapsulates what I've picked up and learnt along the way. The fabrics I use tell the story. It's quite workwear inspired, with some stand-out shirting.

### How has your Jacket Required debut been?

The feedback has been great. It's already going to go in to Present, The Content Store and Number Six - three key London accounts which will act as a good springboard. Mr. Porter has also expressed an interest, but there's not been an order yet; maybe next season. Jacket Required is a show I've always come to, and it's always inspired me. It's great to now be showing alongside such a cool selection of brands.

## DENNY CALDER, DIRECTOR AND PRODUCTION MANAGER, AERO LEATHER CLOTHING

### When was the last time you did a trade show?

It must be about 10 years ago. We've been going 35 years. It's a family business based in Scotland - on the borders. My father, Ken Calder, started it. We have stockists all over the world, but we don't have any UK stockists at the moment, hence why we're here. We've had a lot of interest from the right shops.

### What's your USP?

Everything is hand-crafted and individually produced by one machinist, so there's no production lines. In recent years we've had a bit of a restructure, and we're pushing new lines such as made in Northampton footwear, 1930s-inspired spear-point collar flannel shirts, trousers, knitwear, tartan scarves and sunglasses. There's also probably about 40 styles of jackets now, and we've introduced some new softer leathers. All the clothing is made in Scotland, apart from the Harris tweed trousers which are made in Yorkshire. New at the show is our Sub Mariner roll-neck jumper, inspired by what the navy wore during WWII.

### What is Aero Leathers best known for?

Our military-inspired leathers. We try to keep them as close to the originals as possible. There's a N422A US Navy jacket, Type A-2 from WWII and Type A-1 which was its predecessor from the 1930s. We've also got an American sheepskin flying jacket, Type D-1, which is what the mechanics would have worn, and a Type B-6 shearling model worn by pilots. Then we've got a whole line of 'civilian' leather jackets, which are our own styles inspired by classic 1930s, 40s and 50s jackets. The whole company ethos is that 1959 is the cut-off date in terms of styles, materials used and construction techniques.