

Moda Menswear

A name to remember

As Moda celebrates its 10th anniversary this month, MWB turns the spotlight on the key menswear labels to watch at this season's edition.



JOHNSTONS OF ELGIN Stand L50 (Moda Woman)

Autumn/winter 2012 will see British label Johnstons of Elgin launch James Johnston – an 11-piece sub-collection combining the brand's 215-year heritage and its long-standing association with sourcing high quality wool and cashmere. Produced from Merino ZQ, a sustainable wool choice, the James Johnston range offers a contemporary, more relaxed garment in comparison to the brand's mainline menswear collection, while still retaining a commercial price point. Garment details are functional yet sporty, including two-way zips and patch pockets.



REMUS UOMO Stand ME39

Turning the focus to the modernised classic, Remus Uomo takes its inspiration from the masculine shapes of the 30s. Key design details include strong shoulders, nipped waists and wide peaked lapels. Juxtaposed with this structured tailoring is the much more relaxed casual collection, where layering of both fine and chunky knitwear make this a versatile label for the new season.



FARAH 1920 Stand MA38 A key influence for Farah 1920 this season is the history of the brand itself, taking a look at the label's original garments and bringing them back to life with new innovations and fits. Highlights include the use of surface textures, with melange flecks and dye finishes running throughout.



SEASALT >
Stand MD58

Taking reference from the workwear traditionally worn by harbour workers, the new collection from Seasalt includes boatman smocks and maritime knitwear. The collection, aptly named Maritime Workwear, is created from the brand's signature use of organic cotton and is combined with knitwear in nautical style stripes. Also new for autumn/winter 2012 are chunky cable-knit jumpers, which have been reinvented with interesting fabrics and heritage colours.

SCHNEIDER Stand MA40

Taking inspiration from its native Salzburg, Schneider looked into the city's history and picking garments from old photographs to rework and update. Blazer coats of varying lengths with button-up nutria collars, in both single and double-breasted options, are the new classics. Other key styles include the parka, down coat, duffle coat with details such as standing collars, use of vintage wool and in-set gilets used throughout.



INGRAM SHIRTS Stand MD18

Following its recent relaunch, premium Italian shirt label Ingram makes its debut at Moda this month. New to autumn/winter 2012 is the label's exclusive limited-edition NOS offer, following the increasing market change for in-season buying. Stemming from one of Italy's leading menswear fashion groups, Fabio Inghirami, Ingram now offers over 100 luxury fabrics available in three models with a delivery timescale of 48 hours. The new season will also see Ingram continue its Misura made-to-measure service with a selection of over 150 variations. Leave a business card on Stand MD18 on Sunday and Monday for a chance to receive one of five free made-to-measure shirts.



PEREGRINE
Stand MA23

British heritage brand Peregrine makes its debut at this season's Moda, building on 200 years of success with a traditional yet innovative autumn/winter 2012 collection. Aviator, waxed, utility and Merino wool double-breasted jackets are key to the range, while knitwear is apparent in the form of cable-knit jumpers and claret Aran knitted scarves and socks. One of the collection's strongest looks is the Harris Tweed gilet paired with a chunky Merino wool cardigan, complete with leather football buttons.