

JACKET REQUIRED

Showtime at Jacket Required, at The Old Truman Brewery on 29-30 July, will see yet more new brands enticing buyers to London from all over the globe. Tom Bottomley highlights some of the finest additions for the s/s 16 edition.

MELTIN'POT

This is a fresh UK launch for a big international player that is sold throughout Europe and is regarded as a denim powerhouse when it comes to washes, fabrics and construction. UK sales are being headed up by Jason Lynch from Label Lab Group, and those who know him will also know he was MD of Miss Sixty in the UK, and in fact brought it to the UK market in the first place. Lynch says, "I was right then, and I am right now. I am very excited about bringing Meltin'Pot to the UK and Irish markets." About the company, it was in 1967 that one Casimo Romano from Gallipoli in southern Italy started making workwear from denim to supply a growing local demand for tough and durable clothing. The Meltin'Pot brand is still run by the Romano family, and is today directed by Augusto Romano, who has overseen the brand's rise in prominence across Europe. The UK now lies in waiting.



ABOUT

Being brought to the UK by Ian Garside's WG Flagship Distribution company, and another Jacket Required debut, About is an innovative underwear brand from the Baltics, created for everyone who sees "beauty in function and comfort in cuts and materials". Oh yes. Targeting a 25-plus customer who likes a bit of wellness-motivated, good-looking product, it combines the latest technological advancements with design trends. Fabrics enriched with extra skin-protection properties are the order of the day. Innovative, natural textile finishing, based on Aloe Vera, beeswax, silk proteins and antibacterial silver is used, and the fits are also pretty good. It's operated by a company from Lithuania with more than 45 years' experience in producing underwear. That's about all you need to know.



SEBAGO

Footwear brand Sebago is reaching the big 7-0 this year, and what better way to celebrate than with a series of limited-edition anniversary shoes? The brand is staying true to its Life Well Cra ed mantra, with a range that is bang on trend while also combining heritage and authenticity with modern flair. "Our love for cra is legendary," says Joe Wallace, vice president of product and design at Sebago. "It shows in the details of everything we make. It is a truly exceptional collection, with modern takes on our heritage-rich designs." Following the successful introduction of Neoprene to the Docksidess for s/s 15, this season sees the continuation of this category with the launch of Neoprene Evolution, using an Ariaprene material, a form of Neoprene with hypo-allergenic, toxic free and water-friendly properties. White rubber bottoms help to pop the rich and vibrant colour palette.



