

THE BUYERS' GUIDE

MWB takes a look into the news, trends, and developments of s/s 16, bringing together your comprehensive guide to the new season.

U JOULES

The new season at Joules sees "outdoors, adventure and wanderlust" influence its latest collection, with silhouettes relaxed and comfortable, and colours rich and bold. The brand's sub-range, Right as Rain, welcomes a new addition in the shape of the waterproof mac in soft-washed yellow, while the Seager rubber-coated mac joins the line-up in dark charcoal. Other new additions will see a collection of swimwear with sealife-inspired prints, and a larger selection of summer chino shorts.



P FARAH

Farah's s/s 16 collection adheres to its brand ethos of creating tailored and understated garments that are progressive through their construction, shape and silhouette. Blending performance fabrics and a vibrant colour palette, it offers structured nylon cotton blends combined with a range of technical outerwear to create a premium sportswear feel. Prints utilise primary colours, creating graphic geometric and figurative patterns, alongside a vibrant colour palette focused on rich shades of red, green and blue with modern colour pops of yellow and pink.

P NUDIE JEANS

Nudie Jeans consistently sources inspiration from its hometown in Sweden and the local Nordic weather, and s/s 16 is no exception. Denim highlights include deep-washed indigo, marbled and broken-in black, and heavy-worn, hand-repaired 70s blues. A lightweight outerwear capsule also features, with Japanese nylons, lamb nappa and waxed cottons across parkas, bombers and versatile worker jackets key. Utilitarian meets contemporary heritage in a range of small leather accessories, with "so accessories" such as scarves, socks and underwear also available.



T LAVENHAM

British label Lavenham continues to build on its equestrian roots and brand heritage this season, with a range that combines easy-to-wear jackets and waistcoats with fashion-forward additions designed by the brand's Japanese design team. Outer fabrics include the signature water-resistant polyester and Brisbane Moss cotton in a series of commercial colour choices. Lining fabrics, meanwhile, include patterns, stripes and textures normally found in formal men's suiting.

