

THE BOTTOMLEY LINE

MWB deputy editor Tom Bottomley - our man on the inside of menswear.



FOR MORE OF
TOM'S OPINIONS VISIT
MWB-ONLINE.CO.UK

JACKET REQUIRED TO PRESENT THE MASSIMO OSTI ARCHIVE

Jacket Required has pulled off a major coup by organising an exhibition to run alongside the next show featuring hand-picked pieces from the Massimo Osti Archive, in conjunction with Proper Magazine. The archive will consist of some of the standout designs and brands from Osti's career. There will, of course, be Stone Island, C.P. Company and Boneville, but also jackets from some of his later collections such as Left Hand, ST95, World Wide Web and Massimo Osti Productions.

Jacket Required co-founder, Mark Batista, says: "I visited the Massimo Osti Archive several years ago and met Massimo's son, Lorenzo, so knew what was there and how Lorenzo wanted to push his father's legacy as the creator of such influential and iconic brands, especially here in the UK. In late 2016, we spoke to the guys at Proper Magazine about a jacket exhibition at Jacket Required, and they suggested borrowing some pieces from the Massimo Osti Archive. We worked closely with them, and they travelled to Bologna and chose the products to bring to the exhibition."

Osti is affectionately referred to as the 'Godfather of Sportswear', meaning the exhibition should be a real treat for all lovers of outerwear, and in particular his groundbreaking work. The icing on the cake is that Lorenzo Osti is planning on coming to Jacket Required to participate in a Q&A session on the Friday afternoon (27 January), from around 3pm. The exhibition will have a separate entrance on Brick Lane.

'MEGGINGS'? NOT ON MY WATCH!

Just when an absurd amount of young men have taken up the full beard look (trust me, when a trend finally gets to Wayne Rooney it's time to let go), and are squeezing in to skin-tight spray-on stretch jeans, I've now been reliably informed that sales of 'meggings' are on the rise (and quite literally well up the rise).

Kapow Meggings currently come in 12 styles, with a new collection of 16 styles on the way. Here comes a cut of the press release sent to me for



▲ THE MASSIMO OSTI ARCHIVE

your perusal: 'Australian brothers Jordan and Ben Barnett saw an opportunity when they noticed men becoming more adventurous with their style. Suddenly it wasn't just festival and party goers, but celebrities like Justin Bieber and Lil Wayne, guys at the gym, yogis, fashion bloggers - men from every part of the spectrum were wearing leggings/tights; call them what you want. The Barnett brothers launched Kapow Meggings in 2015, and since then sales have doubled every three months.'

It's got me running scared, I have to say. I thought it was just going through Richmond Park that I had to shut my eyes to such lurid attire on dayglo joggers and super-obsessed cyclists. Kapow's designs come in 'acid' leopard print, Stars 'n' Stripes, black and white stripes and skull and cross bones. Even without a Linford Christie-style lunchbox, you surely still have to be a big knob to strut around in such garb?

Thankfully the more style savvy of us don't go in for such loud and ludicrous looks but millions of people do. If somebody had shown me a pair of Crocs years ago, and said they were going to become a sales phenomenon, I wouldn't have been able to contain my laughter. So now I just shrug my shoulders and get used to feeling sheer dismay.



▲ KAPOW MEGGINGS

JANUARY SALES LOSE IMPACT

There's no doubt about it, the January Sales just ain't what they used to be; but who can be surprised about that when so many Sales now start before Christmas? Recent reports have talked of 'deserted shopping malls' at the beginning of the month, while internet sales continued to be impressive.

Consumers didn't even have to wait until Boxing Day in 2016, as many of the bigger retailers, and some independents too, were sending out start of Sale emails on Christmas Eve, or even before that. Obviously the rise of internet shopping is meaning the old days of people queuing up in the cold after Christmas, waiting for shops to open to grab their bargains, is looking increasingly outdated.

But the mental and physical attachment of actually choosing something that's in front of you and walking out of the shop with it can surely not be undermined. And with an estimated five million Britons struggling to pay their bills this month, after splurging over the Christmas break, how many of those impulsive internet purchases (after one too many sherries with Auntie Vera and Uncle Bill) have now been returned?

—