

Jean Paul Gaultier

"LE MALE"

YOUR GIFT



Jean Paul Gaultier Parfums offers you a free Weekend Bag with any purchase of **Le Male** or new **Le Beau Male** Eau de Toilette, 75ml or above.

One per customer, while stocks last.
Subject to availability.

NOTEBOOK

"OUR UK ROOTS HAVE HEAVILY INFLUENCED OUR AESTHETIC"

➔ And Burberry Prorsum isn't the only British label that is gleefully coming home. Wallet-crippling loafer specialist Jimmy Choo, which has always shown in Milan since the launch of its men's collection, is now set to launch its new range at LC:M instead. "London is at the creative heart of Jimmy Choo," says the company's creative director Sandra Choi. "The timing feels right to make the move."

The timing appears to feel right for plenty of other menswear brands, too; both from Britain and beyond. US casualwear titan (and capital letter refusenik) rag & bone is abandoning New York Fashion Week for the UK this summer. "Our brand started life in New York," say managing partners Marcus Wainwright and David Neville, "but as English guys, we're delighted to be a part of LC:M. Our British roots have heavily influenced our aesthetic, so we feel strongly about showing our spring/summer 2014 collection in our hometown. LC:M is gathering momentum with each season."

That momentum is set to snowball as LC:M struts into action. So if you want to know exactly what we'll all be wearing this time next year, keep your eyes firmly on London's catwalks this Sunday.



THE BRITS BEHIND
RAG & BONE WILL
BE SHOWING THEIR
NEW COLLECTION HERE



"BRITS ARE NOW MARRYING COMMERCIALITY AND CREATIVITY"

DESIGNER JONATHAN SAUNDERS ON HOW UK FASHION HAS EVOLVED

"The international perception and attitude towards London has changed. Previously, [the city] was known solely for ideas. People came to see collections that were inspired and innovative but never collections or brands that you could invest in. That's shifted now, because British designers are marrying both commerciality and creativity. It's an important change that

we've seen in womenswear too, but it's particularly evident in menswear as it's such a fast-growing market. Men are much more savvy about what they want these days. The only people that used to buy young British designers were people that worked in the industry, so [the designers' creations] never got far. All that is changing fast."



JONATHAN SAUNDERS
FROM LAST YEAR'S
LONDON COLLECTIONS

"PREVIOUSLY, LONDON WAS KNOWN SOLELY FOR IDEAS"

londoncollections.co.uk/men