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Shopping & Style

What the well-dressed gent is wearing

It's the eve of **London Collections: Men**, the new ranges are about to hit the shops, and the pressure for men to be fashion-aware is more intense than ever – so, what would it look like to wear all of this season's trends at once? Kind of weird, decides **Dan Jones**, as he plays picture consequences with menswear

1. The beret YMC



Liberté, égalité... beret? London label YMC referenced the **Frenchiest of French hats** in its excellent autumn/winter 2013 collection. But rather than draw on the beret's string-of-onion Gallic roots, they point out its **qualities of 'revolution and**

rebellion'. YMC designer Fraser Moss used the hat to top off a collection of parkas, silk bombers and Chelsea boots he cheerily titled 'Dead Inside', his frustrated response to modern culture and a sartorial look back to mid-'90s London. But Moss isn't the only designer to flirt with the hat – **Agj & Sam and Margaret Howell** (see below) **also slipped the beret into their AW13 collections** – knocking an arresting idea firmly into a trend. Getting French up top might be a little too daring for some, but look how YMC styled theirs. You just need a pair of dark glasses to hide your identity, and the stony-faced expression of a man on his way to the guillotine. *Bonne chance!*
www.youmustcreate.com

sock brand Tabio, and recently worked with Topman to create a loopy capsule range. For their lauded autumn/winter 2013 presentation, Agj & Sam migrated print from up top (where a loud shirt can be safely hidden under a crew neck) to a far braver area down below – with **posh, pheasant-print trousers**. Their inspiration was the eccentric Marquess of Bath – Sam describes their design focus 'a confident ladies man, who talks a little bit too closely in your ear'. **Prepare your downstairs area** for a bit of posh print later this year.
www.agjandsam.com

2. The googly eye top Christopher Shannon



London-based menswear designer Christopher Shannon's clever schtick is to **use sportswear** as a starting point, elevating it to luxury levels with **unexpected colours and materials, but never losing its hard-as-nails, masculine quality**.

Shannon walks the fine line between the kind of ballsy, leftfield menswear fashion writers love to write about, and the more sedate, commercial pieces store buyers know they can actually sell. He also is the designer of Kidna, a range of younger (and cheaper) designs with splashy prints. This time around, Shannon's subtle, refined knits are spliced with their opposite – **kooky designs with googly and garish cartoon eyes**.
www.christophershannon.co.uk

3. The printed trouser Agj & Sam



We shouldn't really blame Agj Mduulla and Sam Cotton for the **feverish, print-obsessed** current state of British menswear, but they've done nothing to remedy it. The design duo, known as Agj & Sam, (who infamously created their debut collection on an east

London living room floor, funded by their housing benefit), churn out all manner of bespoke prints. They have collaborated with



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4. The army boot

Martine Rose AW13 x Bates



Designer Martine Rose is a proper Londoner, and her excellent designs draw very much from the fabric of the city: **streetwear, punk, Rasta, bovver boots and pub bar towels fashioned into trousers** – it's all there. The one-time MAN winner (the influential group show for new men's brands) collaborated with makers of **clumpy workwear boots** Bates, putting all of the models at her autumn/winter 2013 show in Bates army boots for the perfect match of style and usefulness. 'All menswear is essentially rooted in function,' says Martine, with Bates – who make footwear for armed forces around the world – seemingly the most functional brand of them all.

www.batesfootwear.com

