

## Styling Alignment

F/W18 YOUNG MEN & MEN

# FUNCTIONAL STYLE

Trousers are tucked into socks. Comfort meets function for new stylish looks.





Iceberg



Billy Reid



Unravel

With the rise of outerwear and the focus on utility items, experiments with functional styling have surfaced. Consumers still want to be comfortable without compromising in style and trousers tucked into socks are a functional way of achieving it. Menswear styling for Fall18 varies from revisited prep school looks infused with street styling, to outdoor lifestyle and country luxury looks for everyday casual.

**SOCKTT**



uniform experiment

**Legwear Category: Streetwear / Lifestyle / Casuals**

# Runway Look 1

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F/W18 MENSWEAR

**Marni**



F/W18 MENSWEAR

**White Mountaineering**

Outerwear is front and center on this storyboard and utility details become key aesthetic items. Styling is influenced by sportswear, but items that protect from the elements are key to this look.



# Aspirational Look 1 - City Outdoor

For the trendsetter, this styling already has an eye towards S/S19. As the Lifestyle category begins to focus on outerwear, utility and tech items are integrated into everyday casualwear. Elements of vintage sport graphics from the S/S18 trends are still relevant.



# Runway Look 2

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F/W18 MENSWEAR

**Pyer Moss**



F/W18 MENSWEAR

**3.1 Phillip Lim**

There was an element of loungewear on the runway's approach to the pant-tuck styling. Layering socks over your sweatpants is as functional and comfortable as layering your cozy socks over your pajamas while at home. Relaxed in style.

# Aspirational Look 2 - Street Style

This is a clean urban look for the young style-conscious consumer. The double layer sock from the Nike and MMW collaboration is a perfect accessory for this pant-tuck look. The black and white color palette is key, while branding is minimal. Comfortable and functional styling.



Acronym



Palm Angels



Balenciaga



Nike x MMW

**Silhouette:** Crew  
**Market:** Young Men  
**Category:** Active Lifestyle

# Runway Look 3

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F/W18 MENSWEAR

**John Varvatos**



F/W18 MENSWEAR

**Ralph Lauren**

Military references come to mind when tailored trousers are tucked into socks and styled with boots. Training pants work well with sneakers for a day on the go. Chunky wool socks are a great choice for maximum comfort.

# Aspirational Look 3 - Everyday Casual

Footwear and outerwear are designed to protect from the elements, but without compromising in style. This Fall color palette has bright accents that add sportiness to this casual look. Comfort and utility are key words.

Stone Island



Save the Duck



Moncler



Thom Browne



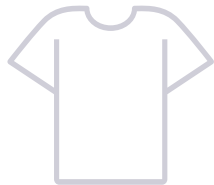
**Silhouette:** Crew  
**Market:** Men  
**Category:** Casuals



## STYLING ALIGNMENT

# FW 18 CHECKLIST

A reference guide for the styling trends at retail.



The Styling Alignment Checklist is a reference guide for visual merchandisers, buyers and stylists at retail, in line with the provided runway trends and aspirational styling boards. Two groups of retailers have been analyzed for styling direction based on products in store.



# Retail Analysis

## Department Store, Retailer

Group 1



**KOHL'S**

★ macy's

Dillard's

JCPenney®

### Apparel brands analyzed at retail:

Adidas

A/X Armani Exchange

C9 Champion

Champion

Cole Haan

Columbia

DENIZEN from Levi's

Dickies

Dockers

Goodfellow & Co

G-Star Raw

Guess

Hollywood

Hugo Boss

Levi's

Michael Kors

Nike

O'Neill

Original Use

Polo Ralph Lauren

Puma

RVCA

Timberland

The North Face

Tommy Hilfiger

Under Armour

Unionbay

ZeroXposur

# City Outdoor

## Department Store, Retailer

Group 1

The North Face



Adidas



The North Face



Pair Of Thieves




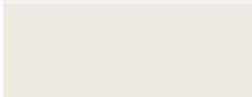
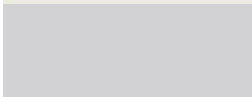

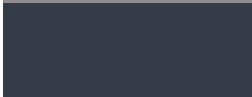
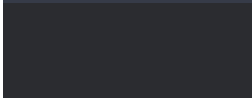
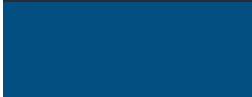




**Silhouette:** Crew  
**Market:** Young Men  
**Category:** Basic Active



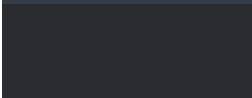

# City Outdoor

## Checklist - Group 1

### Apparel Color Reference

	11-0601 TCX
	11-4300 TCX
	13-4108 TCX
	16-5101 TCX
	19-4023 TCX
	19-4005 TCX
	19-4049 TCX
	16-1054 TCX
	16-1120 TCX
	17-1125 TCX
	18-0117 TCX

### Legwear Color Reference

	11-0601 TCX	Basic Body Colors
	16-5101 TCX	
	19-4023 TCX	
	19-4005 TCX	
	11-4300 TCX	Fashion Body Colors
	16-1054 TCX	
	18-1555 TCX	
	19-4049 TCX	

### Key Legwear Brands

- Pair Of Thieves
- Adidas
- Nike
- Under Armour
- Stance
- Smartwool

### Key Silhouettes

- Crew

### Key Content

- Cotton blends
- Poly blends

# Street Style

## Department Store, Retailer

Group 1



Puma



Nike



Nike Air Huarache



Adidas

**Silhouette:** Crew


**Market:** Young Men

**Category:** Active Lifestyle


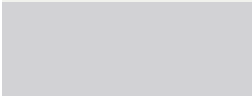
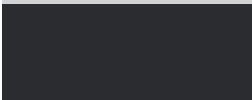


# Street Style

## Checklist - Group 1

### Apparel Color Reference

	11-0601 TCX
	13-4108 TCX
	19-4005 TCX

### Legwear Color Reference

	11-0601 TCX	Basic Body Colors
	13-4108 TCX	
	19-4005 TCX	
	18-1555 TCX	Fashion Body Colors
	19-4049 TCX	

### Key Legwear Brands

- Pair Of Thieves
- Goodfellow & Co
- Champion
- Adidas
- Nike
- Under Armour
- Stance

### Key Silhouettes

- Crew

### Key Content

- Cotton blends
- Poly blends

# Everyday Casual

## Department Store, Retailer Group 1

G-Star Raw



Columbia



Smartwool



**Silhouette:** Crew  
**Market:** Men  
**Category:** Casuals

SONOMA Goods for Life


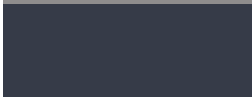
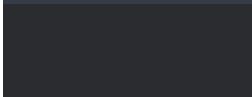
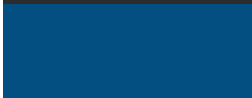










# Everyday Casual

## Checklist - Group 1

### Apparel Color Reference

	16-5101 TCX
	19-4023 TCX
	19-4005 TCX
	19-4049 TCX
	16-1120 TCX
	17-1125 TCX
	19-1235 TCX
	18-1547 TCX
	19-4726 TCX
	18-0117 TCX

### Legwear Color Reference

	13-4108 TCX
	16-5101 TCX
	19-4023 TCX
	19-4005 TCX
	16-1120 TCX
	19-1235 TCX

Basic  
Body Colors

### Key Legwear Brands

- Goodfellow & Co
- Dickies
- GOLDTOE
- Calvin Klein
- Polo Ralph Lauren
- Smartwool

### Key Silhouettes

- Crew
- Over The Calf

### Key Content

- Wool blends

# Retail Analysis

## Department Store, Retailer

Group 2

LORD & TAYLOR

URBAN OUTFITTERS

NORDSTROM

### Apparel brands analyzed at retail:

Acne Studios

Adidas

Andrew Marc

Black Brown 1826

Canada Goose

Eddie Bauer

FILA

Hurley

Kappa

Karl Kani

Members Only

Moncler

Nicce

Nike

NXP

Only and Sons

Original Penguin

Orobos

Patagonia

Polo Ralph Lauren

Puma

R13

Stone Island

Strellson

The North Face

Thom Browne

Topman

Under Armour

Zanerobe

Vans

Volcom

# City Outdoor

## Department Store, Retailer

Group 2

Thom Browne



Nicce



ECCO



Polo Ralph Lauren



**Silhouette:** Crew



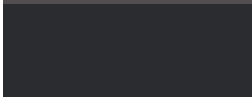
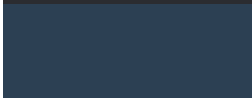
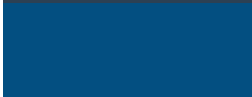







**Market:** Men

**Category:** Basic Active


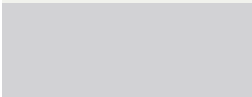

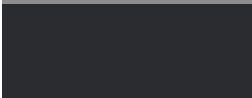



# City Outdoor

## Checklist - Group 2

### Apparel Color Reference

	13-4108 TCX
	19-3900 TCX
	19-4005 TCX
	19-4121 TCX
	19-4049 TCX
	15-1150 TCX
	16-1452 TCX
	18-1555 TCX
	19-1250 TCX
	16-1120 TCX
	19-5212 TCX
	18-5115 TCX

### Legwear Color Reference

	11-0601 TCX	Basic Body Colors
	13-4108 TCX	
	16-5101 TCX	
	19-4005 TCX	
	16-1452	Fashion Body Colors
	18-1555	
	19-4049	

### Key Legwear Brands

- Adidas
- Nike
- Calvin Klein
- Stance
- Polo Ralph Lauren
- Bombas

### Key Silhouettes

- Crew

### Key Content

- Cotton blends
- Poly blends



# Street Style

## Department Store, Retailer

Group 2

Adidas



Stone Island



Adidas



**Silhouette:** Crew

**Market:** Young Men

**Category:** Active Lifestyle

Nike




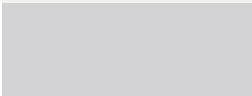
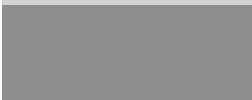
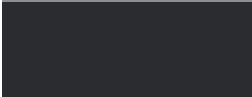



# Street Style

## Checklist - Group 2

### Apparel Color Reference

	11-0601 TCX
	13-4108 TCX
	19-4005 TCX

### Legwear Color Reference

	11-0601 TCX	Basic Body Colors
	13-4108 TCX	
	16-5101 TCX	
	19-4005 TCX	
	16-1452	Fashion Body Colors
	18-1555	
	19-4049	

### Key Legwear Brands

- Champion
- Adidas
- Nike
- Under Armour
- Stance

### Key Silhouettes

- Crew

### Key Content

- Cotton blends
- Poly blends

# Everyday Casual

## Department Store, Retailer

Group 2

R13



The North Face



Palladium Pampa Hi Lite + CB Boot



Rick Owens  
x Birkenstock



**Silhouette:** Over The Calf

**Market:** Men



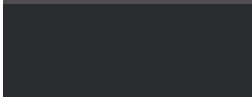
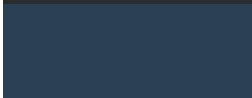

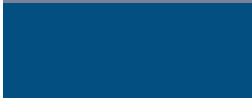

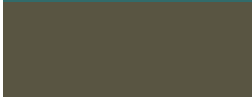




**Category:** Casuals

Outdoor opportunity

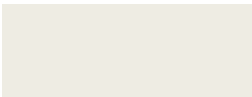

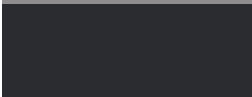
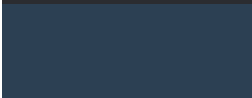



# Everyday Casual

## Checklist - Group 2

### Apparel Color Reference

	16-5101 TCX
	19-3900 TCX
	19-4005 TCX
	19-4121 TCX
	17-3915 TCX
	19-4049 TCX
	18-5115 TCX
	19-0512 TCX
	18-0937 TCX
	18-1343 TCX
	19-1629 TCX
	18-1555 TCX

### Legwear Color Reference

	11-4300 TCX	Basic Body Colors
	16-5101 TCX	
	19-4005 TCX	
	19-4121 TCX	
	18-4214 TCX	Fashion Body Colors
	19-1235 TCX	
	19-0512 TCX	

### Key Legwear Brands

- GOLDTOE
- Cole Haan
- Polo Ralph Lauren
- Bombas
- Rick Owens
- x Birkenstock
- Pantherella
- Stanfield's

### Key Silhouettes

- Crew
- Over The Calf

### Key Content

- Wool blends
- Cotton blends



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For design and styling consultation  
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