

## It's not only about the bride – here's what's hot for menswear and MOB

### Occasionwear and MOB

If you have beige or lavender suits on your rails, plan to put them on sale so you can update your stock. The latest occasionwear pieces are bright and witty, great-looking compositions that give the scope to create a wealth of different looks – topping a slim-line sheath with a fine chiffon coat, layering coloured lace over contrasting satin, adding a handful of oversized sequins

The new season's occasionwear is something else. It doesn't play it safe; it isn't subdued; it is never sensible. For those who plan some serious partying, or the MOB's with diva minds (and bodies), 2012 is their time. Keen to bare it? There is flesh on show and daring cut-outs and plunge backs and bands of glitter to accentuate perfectly-polished skin. Want cover up? Little jackets with stand up collars or an edging of pleated frills are the must-haves. Fancy the red-carpet treatment? Swishes of shaded taffeta, drapes of gossamer-fine chiffon, clinging silk jerseys with sparkling beadwork serve up the star look. Most after-six houses are offering multiple mix-and-match options teaming skirts of different lengths with plain or printed bustier tops, and a choice of jackets and wraps – an easy concept for a savvy retailer to sell. Glitter is key to the party look and 2012 will see its fair share of shimmer and shine – in belts, oversized brooches, edging a jacket rever or, in a mix of toning colours, crystals and pearls sprinkled over a simple bodice. The newest prints are decidedly different, brilliant swirls of colour or tidy controlled patterns the evoke Wedgwood's famous design.

#### The next big thing

- Prints with plains
- Short tailored jackets
- Colour over colour
- 40s dynamite fishtails

An increasing number of major bridalwear companies are extending into MOB having recognised the potential. These include Sincerity with Sarah Danielle Occasions; Romantica with Bella Rosa (check name with BB proofs); Eternity with La Belle and Ian Stuart with Ian Stuart London and Veromia's Irresistible.

### Menswear

Thanks to the Royal Wedding, Brit-style is what everyone seems to want right now – classic cuts, immaculate tailoring, perfect finishing and traditional colours. Many manufacturers are seeing an increased demand for the traditional look and they have designed their 2012 collections around this desire. Here's what the top companies are doing for next season:

- Heirloom: Heirloom was fast off the mark with its elegant Elite range of double-breasted waistcoats with co-ordinating ties in neat, understated patterns and a wide spectrum of colours. Also see their new range of waistcoats in dove grey and gold, for example
- Jean Yves: See their dashing morning suits with tails
- Wilvorst: Watch out for their double-breasted waistcoats. Shades of grey and also navy are the big colour story for 2012 in wool mixes with mohair, silk and poly, with mix-match options combining stripes or checks, for examples, with plains.
- Ulitimate Formal: Check out their traditional formalwear and the introduction of a handsome new morning suit in charcoal grey silk as well as a stylish Italian-cut lounge suit to meet the trend.
- Peter Posh: According to Peter Posh, some retailers –but certainly not all – are asking for double-breasted waistcoats but it is the elegant English look, that speaks of quality rather than monarchy, that is proving popular, with perfectly-cut, slim-fitting three-piece lounge suits topping the company's best-dressed list.

But while the big, international brands are delivering perfect interpretations, it's interesting to see how very different trends are emerging. A wild bunch of menswear designers are throwing caution to the wind and deliver the extraordinary every time, have turned their back on the traditional. For them it is all about statement and detail.

- Robelli: The response to the range has been amazing – proof that there are plenty of guys out there who would never settle for a cool classic when something super-hot is an option. The colours are wild –even the greys have a personality of their own, and the Turkish-made suits come with more than enough detail including contrast panels and edgings and a fair bit of sparkle.
- Peter Posh: Bright colours are the story for 2012, with powerful purples, strong greens and gleaming silvers the anticipated winners for waistcoats and neckwear.

What else is new for the boys?!

- Anthony Formalwear: In that the latest jackets are shorter and cut close to the body, waistcoats, too. There are slimmer silhouettes, lower cuts – takes its lead from the classic, understated styles of the elegant 1930s and 50s. Strong colours for 2012 are expected, after can-do-no-wrong ivory, to be teal, sage and a really rich, vibrant purple.

- Cameron Ross: A demand for lightweight suits and contemporary design that gives an edgy and more sculpted silhouette
- Masterhand: Directed at the fashion and style-aware groom, the collection is never short on cutting-edge details – for 2012 expect slim line jackets that are slightly shorter in length and some seriously luxe fabrics with a silk content. watch out for the blues and greys especially
- Torre: But black, Torre reckons, will be its biggest seller in 2012. Fabrics for the new season include those with a wet-look shine finish – a hot feature in Europe right now– which look brilliant combined with edgy contemporary styling (narrow silhouettes, slightly tapered trousers).
- Simpson and Ruxton: This luxury brand Simpson & Ruxton go to town with plains and pleatings in the finest cottons and silks. Its dress shirts have immaculately-turned double cuffs and are available in an excellent range of colours, from brilliant white to deep, dark jet.

The finishing touches...

Men's jewellery, and in particular cufflinks, are dazzling in design terms, especially those that use colourful stones and enamelling. And belts and braces, cummerbunds and socks add the finishing touches.

Hunt & Holditch: In addition to new waistcoats– in both patterns and plain colours – with matching or toning neckwear options. And then, of course, there are all the little extras that can up the value of any sale– snazzy braces, gleaming cufflinks, shirt studs, tiepins and tie bars

Meadows: Meadows Shoes focuses on timeless, classical styling and they do not deviate from their area of specialisation

ENDS

Notes to Editors:

All press and media enquiries to [emma.charter@oceanmedia.co.uk](mailto:emma.charter@oceanmedia.co.uk)