

# COMPTERENDUSALON FAIRREPORT

JANUARY 12 – 15, 2010

## PITTI UOMO

### EXPERTSCARLINSTYLE

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## INTRODUCTION

COLLECTIONS **AUTOMNE-HIVER** 2010-2011

The 77th session of PITTI UOMO (January 12-15th) ended on a positive note: its organizers confirmed that 23 360 buyers came to the fair (plus more than 30 000 visitors), which means an increase of 3% as opposed to the previous session, whose buyers numbered 22 700.

It should be stated that the fair's director, Raffaello Napoleone, took the trouble to renew and modernize certain pavilions that had become outdated. .

The offer remains very interesting, with a knowing mixture of new, emerging brands and major city & casual trade-names. .

Accessories, notably shoes, are becoming increasingly important at the fair. All pavilions staged shoes!

Lastly, we note a continuing, very international atmosphere, including numerous European visitors of course, but also Asian (China, Japan, Korea).



## POINTS FORTS / TENDANCES / KEY TREND POINTS

### Wardrobe

- Slightly low-waist, stovepipe pants, with or without pleats. The pant bottom is often tightened.
- There are always lots of jackets and blousons in fleece or other heavy jerseys.
- Jacquard knits continue, more than ever, to be popular ! Heavy or medium gauges.
- Volumes are somewhat shortened (jacket, puffer jacket, blouson), for example at *Marlboro Classics*.
- Insides of jackets and pants are elaborate, including little bias finishing, in color, pocket linings...
- The puffer jacket is still around, in many color and woolen versions (gray, plain, checks...), with or without a hood.
- The pea jacket is shorter as well, nearly like a blouson, hence more casual.
- Checks : omnipresent !!

### Shoes

- « Ranger » derivatives, mountain style.
- « Boat » shoes, adapted for winter: higher, in thicker leather and occasionally combined with wool fabrics (clans, for example). There are also shapes more like boots or Dr Martens (as at *Yuketan*).

### -> CARLIN themes

PRESENCE and TOTEM prevailed in collections. As much in shape as in color.

Photos available for Carlin  
clients

## COLORFOCUS

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Carlin clients

**Very soft, whitened**, colors, like the pastels in the theme PRESENCE, are very widely used, as much for city as for casual wear.

Lots of rather **neutral** tones (gray, beige, brown, black).

There is an occasional **retro** touch in the most basic masculine colors (like brown that becomes dark camel).

Photos  
available for  
Carlin clients

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Carlin clients

**Blue** (notably turquoise), **oxblood / wine red**, or still **dark green**, are widely used, notably in casual or sports collections.

## FABRIC & FINISHING FOCUS

Many fabrics have **wool** grounds, especially for city wear, but also for more casual or sporty products (puffer jacket, blousons...).

Hands are in general somewhat **dry and heavy**, with rather **mat** aspects, occasionally almost rustic.

Heavy **fleece and jersey** are still used in city products (jacket, pants, blouson), for greater comfort and more casual fall.

**Denim** is used as much for city as casual, often colored and/or with resin.

Collections flaunt rather heavy or medium gauge **knits**. Lots of engineered or all-over **jacquards** can be seen.

Many **half-season**, cool or spring products, rather fine and fluid, are around, but in winter compositions.

There are lots of **eco-friendly and recycled** fabrics: cottons, woolens and blends that are sometimes rather surprising, as much in texture as in fall.

Real **quality** is found in fabrics meant to last.

Product finishing improves, notably in **jacket and pant linings**, including play on color and bias, varied prints or contrasting fabrics. A wealth of small details indicating concern for quality and difference.

Photos available for Carlin  
clients

## COUP DE CŒUR CARLIN / BEST OF

### INCOTEX

« **Slowear** » is a growing reality on today's market.

A very successful example: Italian brand INCOTEX, part of the SLOWEAR Group and that basically produces pants, but also heavy pieces, in qualities and with finishing that make the difference. Delicate yet rustic hands on tweed, gabardine or cloth grounds, in soft colors and easy to wear, combined with details and finishing make it equal to top-notch brands.

Their fabric treatments are also interesting.

These are long-lasting and different products!

A must to discover.

*[www.incotex.it](http://www.incotex.it)*

Photos available for Carlin  
clients

Photos available for Carlin clients

## COUPDECŒURCARLIN / BESTOF

### SPINA

A very beautiful collection, 80% knitwear, in rather heavy gauges.  
Many, well-made details and yarns that are a delight to touch.

A great range of powdery, whitened and grayish colors mirror those of Carlin's theme  
PRESENCE.

Photos available  
for Carlin clients

# THANKS

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