

Special Report  
MAGIC  
Spring/Summer 2003

Let's talk

talk

color

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“it's all about utility, functionality and understandable shapes in sophisticated colors.”

The business of men's fashion for spring/summer 2003 goes back to its roots of simple, smart, saleable clothing. In today's world of casual lifestyle dressing, men want to wear clothes that are comfortable and unrestricted. They also want colors that complement their weekday to weekend wardrobes.

There is a refined movement today that is all about utility, functionality and understandable shapes in sophisticated colors.

There were several directions in color that covered the bases for menswear from career clothing to surfing.

With the economic climate still an uncertainty, customers will be looking for the things they don't already own.

## COLOR WATCH

The color palettes for spring/summer are subtler and emphasize the continuation of utilizing softer shades, which are monochromatic and analogous rather than harsh in combination.

## The Palettes

**New Classics** – are a mixture of classic black, ivory, off-white accented with a cadet blue

PANTONE® 11-0103 Egret  
PANTONE 14-1106 Peyote  
PANTONE 19-4006 Caviar  
PANTONE 17-3915 Tempest

**Blues** – run the gamut in all shades from deep and dark to dusted and grayed. All can be mixed with white for a clean, pure look.

PANTONE 17-4015 Infinity  
PANTONE 19-4024 Dress Blues  
PANTONE 18-3927 Velvet Morning  
PANTONE 13-4103 Illusion Blue  
PANTONE 11-0601 Bright White

**Varsity** – returns in retro red, white and blue

PANTONE 19-1763 Formula One  
PANTONE 11-0601 Bright White  
PANTONE 19-4028 Insignia Blue

**Pales** – make a comeback in candied sorbet shades that work in mercerized cotton knits and woven short sleeve shirts

PANTONE 11-0617 Transparent Yellow  
PANTONE 12-0714 Cornhusk  
PANTONE 12-4305 Spa Blue  
PANTONE 13-6008 Misty Jade

**Summer darks** – mix with neutrals in stripes and patterns in both tops and bottoms

PANTONE 19-1629 Ruby Wine  
PANTONE 18-0832 Plantation  
PANTONE 18-1250 Bombay Brown  
PANTONE 19-4517 Dark Blue Green  
PANTONE 18-0935 Buckthorn Brown

## TREND TRACKER

The upcoming season was defined with a host of looks that make the man.

## UTILITY

A look that is inspired from uniforms. This trend features big pockets, cargo looks, zippers and anything useful in tough withstanding fabrics.

## MAN ON THE MOVE

Hit the road and travel with this look of oversized bags, layered clothing and mixed prints and patterns. Rugged canvas is merchandised with dobbies, basket weave wovens and lightweight sweaters.

## SAFARI

Sophisticated and urban tells the story with jackets, pants and shirts that have multiple pockets, top stitching, deep split v-necks, relaxed or tailored.

## AT EASE

The look is comfortable and understated, as cotton and linen take center stage in styling that is soft, easy, frayed or unfinished.

## STRIPE IT RICH

Clean and crisp or bold and contrasted stripes of all widths whether narrow; wide or uneven, they all continue to make a statement in knits and wovens.

## JUST JACKETS

As sport coats make a comeback one-and two-button closures update this clothing classic.

## WHITE IS RIGHT

White continues as the quintessential basic that is now paired with black, beige, tan and all shades of blue.

## STYLING NEWS!

If they say that clothes make the man, then this season's styles will give every man the choices that define his own personal look.

- ◆ One-and two-button sportcoats
- ◆ Deep split v-neck woven pullovers
- ◆ Embroidered placket button-front woven shirts
- ◆ Top-stitched coat-front knits
- ◆ Flat-front trousers
- ◆ Vertical striped pants
- ◆ Striped varsity cable knit pullovers
- ◆ Safari jackets
- ◆ Striped tank tops
- ◆ Tie-front knee-length jams
- ◆ Cargo pocket shorts with tab button waists
- ◆ Web knit belts
- ◆ Silver tone watched with iridescent colored faces
- ◆ Wide strapped leather slides
- ◆ Oversized paisley prints
- ◆ Mini checks and dobby printed short sleeve camp shirts
- ◆ Oversized travel bags
- ◆ Light-weight suede jackets
- ◆ Tennis polos

## THE FABRIC SOURCE

The fabrics for spring/summer are a mixture of dichotomies some of which are tough, utilitarian and functional and the other, which focuses on the aesthetics of hand, movement and comfort.

### Things to look for:

- ◆ Canvas
- ◆ Denim in all various washes and tints
- ◆ Jacquard dobby wovens
- ◆ Linen and linen blends
- ◆ Single and sweater knit jerseys
- ◆ Woven web nylon
- ◆ Striped jersey in feed, automatic and engineered constructions
- ◆ Ripstop
- ◆ Twill
- ◆ Embroidered lenos
- ◆ Fine cut pique
- ◆ Cool wool

*color, colour, colore...*

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