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trendstop menswear fast fashion trade shows spring/summer 2011



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KIM 206 CAMPAIGN

As fashion month commences with the impending final menswear shows of the season nestled amongst womenswear from New York to London's dedicated menswear day, it seems apt to turn our attention to Magic's Spring/Summer 2011 showing. The world's largest fashion trade event, hundreds of new stores, brands and designers bolstered a number of over 3500 exhibitors in a defiant indication of an industry wide revival.

A rallying cry against accusations of decline and creative stagnation menswear continues its evolution. In our dedicated report we focus upon the most progressive, directional and dynamic brands truly forging forward at Magic to present the redefinition of the modern man's wardrobe. From the innovative and emerging Workshop area to the New Americana infused Project and further to Street, our brand section highlights those breaking new ground.

Campaign Magic Las Vegas Spring Summer 2011

MAGIC | LAS VEGAS
SPRING/SUMMER 2011

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Gnrl Qtrs Lookbook Summer 2011

GNRL QTRS

Brand History: Designed and made in the USA, GNRL.QTRS is a uniform that takes American classics and incorporates a utilitarian twist. GNRL.QTRS represents a new generation of American aesthetics that builds upon traditional values of excellence and quality. With clean styling, modern lines and attention to detail, it's defined by the person who wears it.

Collection Highlights: GNRL.QTRS continues the Spring/Summer 2011 line 'At Ease' where Fall/Winter 2010 left off. The fabrics stay durable but lightweight and the color palette remains within the utilitarian staples of white, blue, gray and khaki. The asymmetrical features and attention to detail GNRL.QTRS is known for are apparent across the offering and makes the line tight and cohesive. The standout shirt is the Block Unit Short Sleeve; matching solid blue and blue blankee stripe fabrics and also available in a light and dark gray combination. GNRL.QTRS offers shorts and pants for the season, both carrot-shaped and designed to have an easy fit seat for comfort while the legs taper to a slimmer cut. The pants and shorts include the same details, namely, gussets at the lower front pockets, lowered double welt front coin pocket, double welt back pockets, and contrast tailored stripe waistband and pocket bags. The highlight and centerpiece of the line is the lightweight Mission Jacket. The unlined jacket features an oversized front zipper, storm tab at the neck, artillery flap, welted pockets, and action back. The piece is offered in gray twill and rye canvas.

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