



UBMFASHION

MEN'S  
**TRENDS**  
SS 20

**FS**  
FASHIONSNOOPS

UPCOMING



# PROJECT MRKET

JULY 21-23, 2019  
JACOB JAVITS CENTER, NYC

# MAGIC

PROJECT THE TENTS MAGICMENS

AUGUST 12-14, 2019  
LAS VEGAS CONVENTION CENTER, LAS VEGAS



## Michael Fisher

VP, Creative Director, Menswear

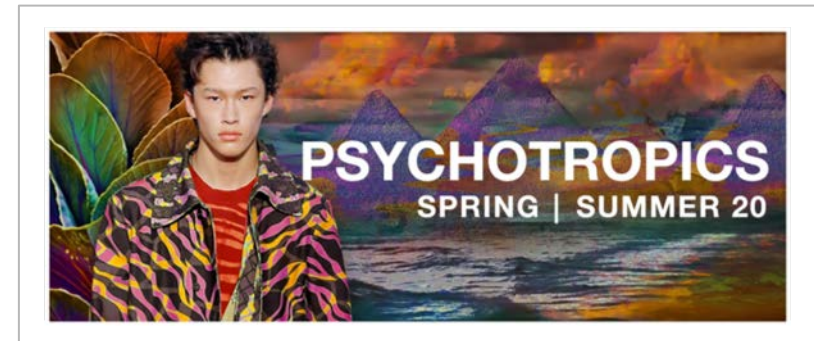
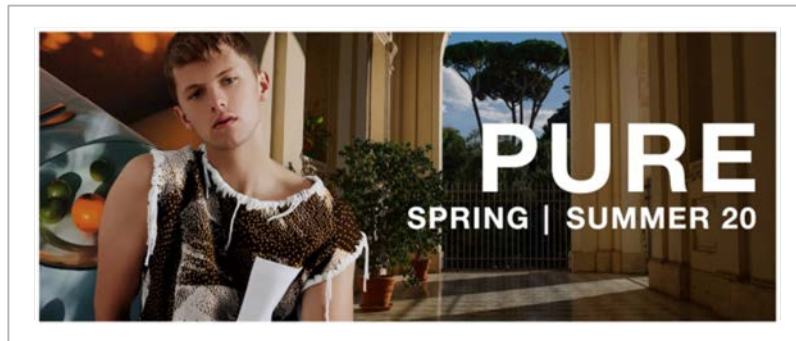
**FASHION**  
SNOOPS

Michael Fisher is the Vice President and Creative Director for Menswear and lifestyle forecasting at New York-based Fashion Snoops where he predicts and analyzes trends and cultural shifts for a vast array of clients and industries from all around the world. Prior to joining the Fashion Snoops team in 2012, he was a senior editor and trend forecaster at Stylesight (now WGSN) for four years. Michael also held positions on the retail side of the industry as a fashion director for menswear at Bloomingdale's, buyer for men's designer collections at Barneys New York, and started his career in marketing and advertising at Ralph Lauren.



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# MEN'S TRENDS SPRING | SUMMER 20





# OPERANDI

SPRING | SUMMER 20





**01** FUTURE SOLUTIONS

Fashion is at a crossroads with all industries, making it the perfect place to solve a wide range of challenges with technology.



**02** INFLUENTIAL MENA

MENA (Middle East and North Africa region) is a fast growing center of cultural influence.



**03** PRIMITIVE AESTHETICS

A renewed global interest in ancient civilizations and primitive life is influencing everyday aesthetics.



**04** ANALOG COUNTER-REVOLUTION

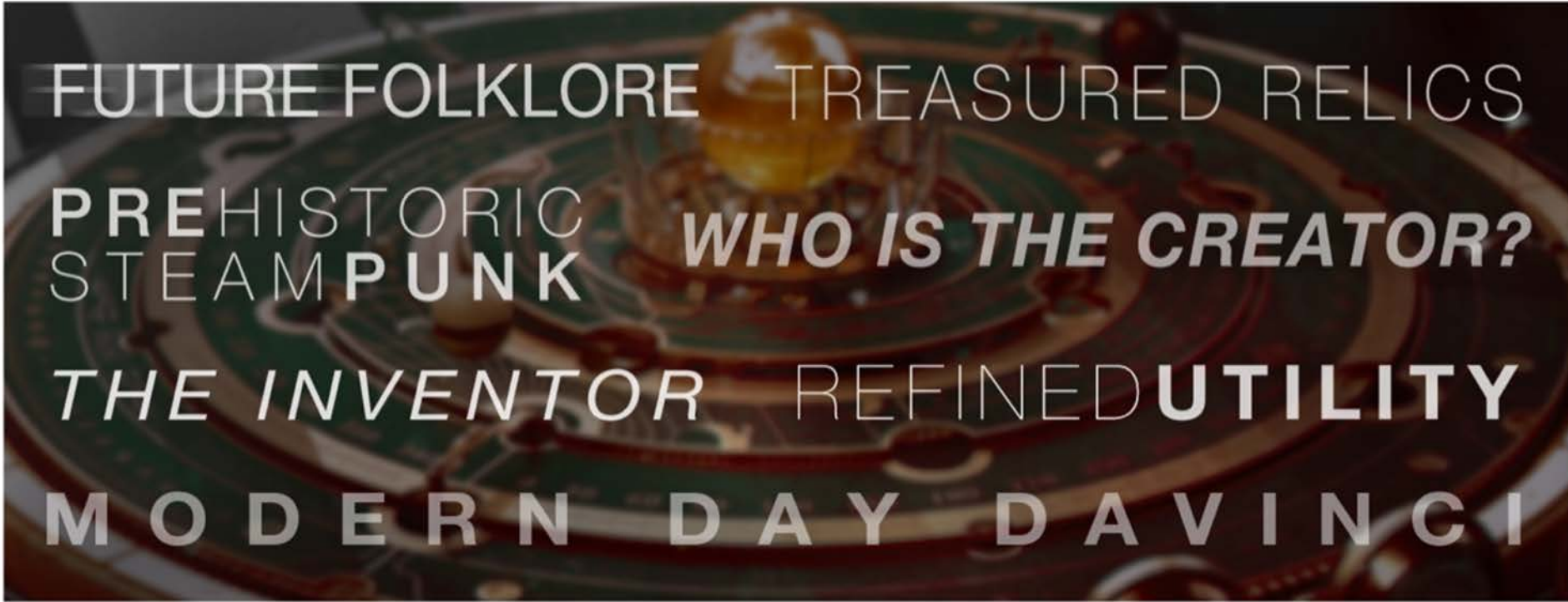
The makers movement is inspiring an "analog counterrevolution" pushed by a new wave of inventors and artists.









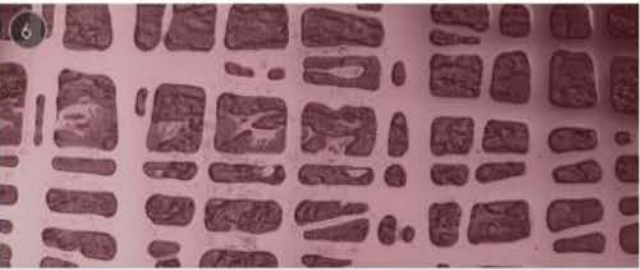
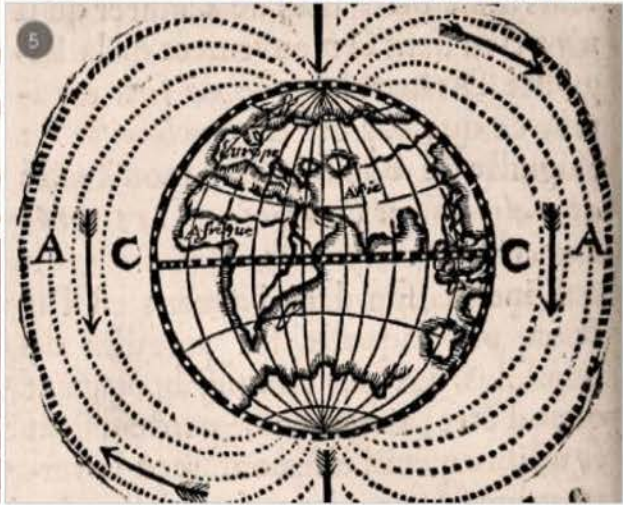


FUTURE FOLKLORE TREASURED RELICS

PREHISTORIC *WHO IS THE CREATOR?*  
STEAMPUNK

*THE INVENTOR* REFINED UTILITY

MODERN DAY DAVINCI



1. Mapped Age | 2. Floral Impressions | 3. Sacred Geometry | 4. Olympiad | 5. The Inventor | 6. Etched Checks | 7. Antique Dye



GLOBAL PARKA



- Super lightweight cotton blends
- Unexpected pocket placement & size scale
- Year round silhouettes are key

SIMPLE SUIT



- Suiting separates with little to no embellishment
- Smart surfaces with tailored stretch
- Consider convertible silhouettes to fit the occasion

SEAMED SWEATER



- Linen-silk blend for warm weather
- Subtle roll neck and rolled hems
- Pronounced seams mimics pieced construction

ZIP-FRONT SHIRT



- Zip-front camp shirt can double as jacket
- All-over conversationals inspired by sketches
- Rubberized surface effect adds novel texture to cotton

CLEAN CARGO



- The return of the cargo pant in a slim, straight silhouette
- Flat-facing cargos are "barely there" when not functioning
- Consider technical materials for ultimate purpose

SUMMER HOODIE



- Spongy knits are translated to warmer months
- Oversized, short-sleeve shape with hooded placket
- Semi-sheer fabrics up-trend for contemporary menswear



EXCAVATOR'S JEANS



SIMPLE SPORTCOAT



SEPIA JEANS



ENGINEER'S JACKET



- Utilitarian jeans with heavily reinforced panels
- Unexpected pocket placement & size scale
- Wide leg with a subtle boot cut

- Casual alternative to the navy sport coat
- Plain weave with tailored stretch
- Overdyed and finished with a dark wash

- Double stone-wash emphasizes rugged look
- Abstract marks resemble cave paintings
- Pronounced fading and whiskering

- New take on the traditional chore coat
- Large-scale utility pockets with rivets
- Heavyweight non-stretch plain weave

SPORT DERBY



- Shark-tooth sneaker sole
- Sporty Nylon strapping in pop hues
- Classic apron-toe construction

TREK SANDAL



- Thick, molded footbeds for added comfort
- Rubberized materials are soft and weather-proof
- Extra straps for a truly supportive athletic shoe

CRAFTED LOW-TOP



- Unfinished edges for a hand-crafted feel
- Sturdy canvas and gum rubber soles
- Rope laces for a utility and rugged look



PAPER TOTE



- Canvas fabric with a crinkled, paper look
- Can be worn as a backpack or a top-handle tote
- Soft construction is fully foldable and packable

RESEARCH PACK



- Convertible backpack opens as a tall duffel
- Extra interior and exterior padded compartments
- Durable waxed cotton, and magnetic closures

NECK POUCH



- Woven in a sturdy, thick twill
- Detachable chain strap allows for a multi-purpose use
- Worn in front of the chest instead of across the body

SEMI-ROUND READERS



- Semi-round frames have a flat top for added interest
- Acetate frames in translucent earth tones
- Lenses may be slightly tinted, or transition in the sun

TOKEN NECKLACES



- Worn layered together, for a collector feel
- May be glass slides with artifacts or specimens
- Ancient coins or relics

FITTED CAP



- Structured canvas, pieced to fit like a beanie
- Worn short on head, with folded edges
- May have short brims and adjustable straps



# Buyer's Checklist

- 1** Utility Front + Center
- 2** Let the details do the talking
- 3** Modern Cargos
- 4** Packable Suiting
- 5** Inside-out Construction
- 6** Chore Jackets
- 7** Antique Dye Effects
- 8** Zip-front Shirts
- 9** Antique-inspired Accessories
- 10** Summer-weight Parkas



# BRIGHT CITY

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POSE on FX

**01** 80S REVIVAL

In pop culture we are seeing a dramatic influx of tv shows and movies set in the 80s.



**02** UNFILTERED & AUTHENTIC

There is a growing desire for unfiltered and authentic experiences.



**03** RETURN TO DECADENCE

Decadent design inspired by the excess of the 80s is a fresh contrast to the paired-down design as of late.



**04** "SCI-NO FI"

We are in an era of "Sci-No Fi" where technological advancements fuse with retro aesthetics.







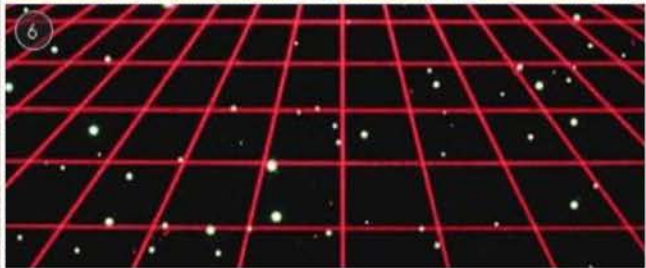
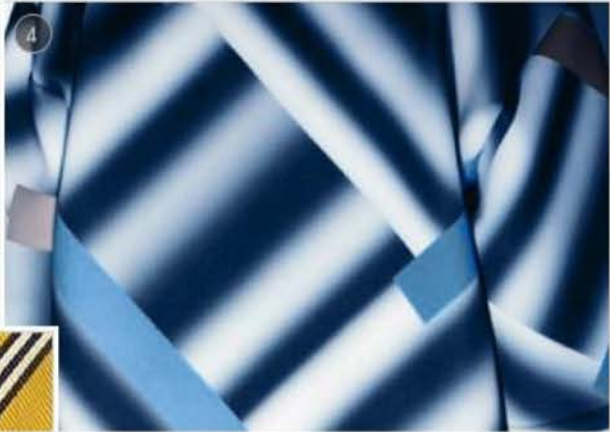
Black
Heron
Celestial
Sorcery
Awe
Lumber
Vista
White
Selfish
Briarwood
Moon Shell
Flare
Eruption
Cornflower
Eventide

*ESCAPE FROM*  
*THE SUBURBS* CORPORATE OPULENCE

GLAMOR + GRIT NEW ASPIRATION

MAXIMUM ENERGY BOLD AND EXPRESSIVE





1. 80s Aspirations | 2. Polka Pop | 3. Striped Success | 4. Strobe Lights | 5. Tech Nostalgia | 6. Grid Glow | 7. Power Animal



DOWNTOWN TRENCH



- Classic cotton gabardine with iridescent finish
- Elongated and relaxed shape is key
- Consider convertible silhouette for bomber style

CLUB SUIT



- Boldly-colored plaids in unexpected hues
- Design the modern version of the power suit
- Higher button stance and higher waist re-emerges

LUSTER SWEATER



- Classic crewneck sweater in shiny Lurex blends
- Stretched fit is easily layered under jackets
- Alternative underpinning for suits and sport coats



TRACK SHIRT



- The shirt-jacket evolves with sportier influences
- Satin-poly surface keeps it casual and young
- Hybrid of chore jacket and pajama shirt

PUDDLE PANT



- Super baggy dress pant in classic menswear patterns
- Consider pleats and paper bag waist for younger market
- Off-center, asymmetric waist details

SPLICED SWEATSHIRT



- Half-and-half graphics in bright colorways
- Works for any sweatshirt silhouette
- Dropped raglan sleeves and thick ribbed waist

DENIM MOTO JACKET



- Trucker / moto jacket hybrid
- Overdyed then finished with an acid wash
- Reinforced padding with tonal stitching

PLEATED JEANS



- Double reverse pleats emphasize relaxed fit
- Displaced patch pocket at the ankle
- Extra light wash for a vintage appeal

BLEACHED TRUCKER



- Dispersed bleaching as an alternative tie-dye
- Standard trucker jacket with added welt pockets
- Brushed flat tack buttons

ACID WASHED JEANS



- Acid washed with tonal variations
- Asymmetrical fold-over waistband
- Straight leg with a slight boot cut at ankle



DRESS LOAFER



- Classic dress loafer in structured leather
- Metal band for added sleekness
- Pointed apron-toe construction

SNEAKER BOOT



- Streamlined boots with exaggerated sneaker soles
- Snakeskin is a great bold material option
- Slip on styles are knitted or have elastic gores

CHELSEA BOOT



- Chiseled and square toe, and extended welts
- Lines and angles are bold, sharp, and geometric
- The chelsea gore may feature a pop color

CROSS-BODY BAG



- Flat silhouette and worn high on the body
- Zip-around and envelope construction for extra security
- Exotic skins for newness, and guitar-style straps

BODEGA BAG



- Soft, bodega-style silhouette
- Pop-out patch pocket for quick access of essentials
- Lightweight, packable Nylon and leather trim

WEEKENDER



- Retro bowling style shape, in soft materials
- Performance knits provide a sporty look
- Accents of chaotic bold stripes for an 80s vibe



BUCKET HAT



- Classic and go-to bucket hat shape is key
- Found in luxe silks or silky-nylons, or even vinyl
- Most often monochromatic, with logos or 80s patterns

SILK TIE



- Ties are wide and in traditional woven silks
- Classic shape and worn with casual attire
- Pop prints and graphics for added excitement

OVERSIZED READERS



- Readers are oversized for a retro vibe
- Thick translucent frames for a sleek look
- Frames may be square or aviator shaped

# Buyer's Checklist

**1** The New Power Suit

**2** Spliced Knits

**3** Logo Mania

**4** Sporty Sets

**5** Old-school Trench

**6** Color Clash

**7** 1980s-inspired Accessories

**8** Relaxed Denim

**9** Necktie Trim + Prints

**10** Fashion Loafer





# PURE

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**01** JOY OF MISSING OUT

"JOMO" (Joy of Missing Out) is added to our vocabulary as we seek to be fully present with off-the-grid experiences.



**02** BODY POSITIVITY

Body positivity and nontraditional gender labels are influencing new business models and consumer needs.



**03** EMOTIONAL CONNECTIONS

Poetry is trending in popular culture as people seek deeper connections with themselves and each other.



**04** SUSTAINABILITY 2.0

Sustainability is taking on new forms with plant-based fabrics and an increase in farm-to-table ingredients.







Eventide
Cornflower
Tiki
Sunbeam
Koi
Sawdust
Cinnabark
Cocoon
Oxidize
Tranquil
Aquaria
Seagrass
Wisp
Bone
Mudslide
Clover
Euphoria



LIGHTHEARTED  
SUMMER

FRAGILITY

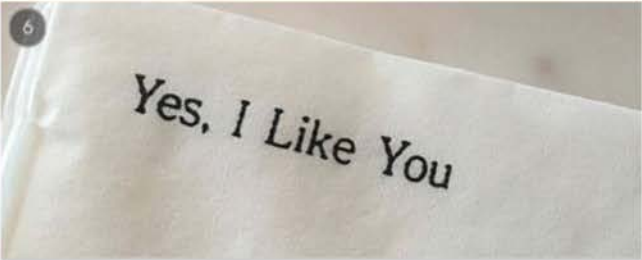
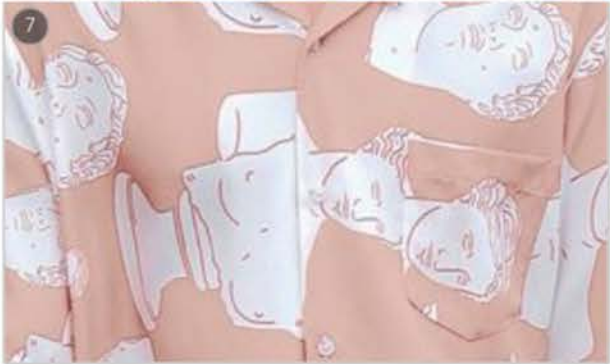
VULNERABLE

BLEACHED  
CLASSICS

SELF CARE

LUSH+PLAYFUL

*ITALIAN HOLIDAY*



1. Wildflower | 2. Citrus Energy | 3. Blocked Landscape | 4. Abstract Expressionism | 5. Watery Stripes | 6. Honesty | 7. Solemn Statue



LINEN BOMBER



- Rumpled, raw linen surface
- Consider short-sleeve silhouette for something new
- Chambray lining and shell buttons

SUMMER SUIT



- Cotton-linen blend suiting with natural stretch
- Allover checks and plaids in bleached-out hues
- "Butterfly" half lining keeps it casual

OPEN WORK SWEATER



- Classic crewneck silhouette with openwork texture
- Slightly oversized works for warmer months
- Colorways should be soft neutrals or pastels

PIECED SHIRT



- Pieced construction takes on a softer look
- Delicate, light colored yarn-dyed stripes
- Curved hems can be styled untucked and casual

TOURISTER SHORTS



- Pleats and creases are front and center
- Exaggerated, oversized silhouette is key
- Paper bag waist re-emerges for younger consumer

OVERSIZED POLO



- Oversized fine gauge polo layered over wovens
- Nature-inspired motifs and embroidery
- Johnny collar or v-neck option for directional styling



FISHERMAN'S JEANS



- Fold-over paperbag waist with belt
- Double reverse pleats for added volume
- Tonal stitching throughout

TAILORED TRUCKER JACKET



- Raw denim with white stitching throughout
- Extended point collar + elongated front pockets
- Brushed flat tack buttons

WADING JEANS



- Cropped wide leg + high-rise waist
- Welt side pockets
- Extra wide turn-up cuffs

CLEAN DENIM SHIRT



- Dressy denim shirt with micro spread collar
- Polished abalone shell buttons
- Mid-weight plain weave with tonal stitching

ESPADRILLE



- Thin hand-crafted jute sole
- Simple pieced construction in supple fabrications
- Monochromatic medallion appliques

LEATHER SANDALS



- Thin leather criss-crossed straps
- Sole is minimal and often leather as well
- May have velcro ankle straps or molded footbeds

SLIM HIGH TOP



- Slim high tops with rubberized and weatherproof uppers
- Rubber soles extend to the uppers
- Often in weatherproof canvas and washed out tones



SHOPPER BAG



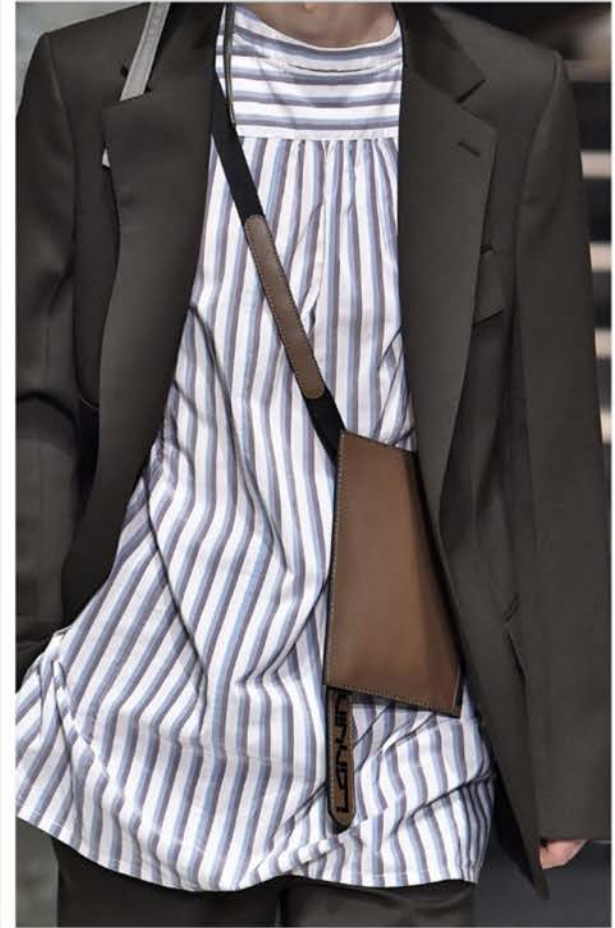
- Flat and minimal silhouette in structured leather
- Outer pouch pocket that blends into silhouette
- May have inner drawstring pouch

WEEKENDER



- All-over woven straw in a chevron pattern
- Classic structured duffel-weekender silhouette
- Luxe supple leather and discreet outer pockets

CROSS-BODY BAG



- Flat silhouette, worn high and close to the body
- Performance knits provide a sporty look
- Accents of chaotic bold stripes for an 80s vibe

CASUAL NECKERCHIEF



- Casual, soft neckerchief, loosely tied at the neck
- Thin, washed out cottons with raw edges
- Watery stripes or other faded graphics

CRAFTED BELT



- Thin, extra-long and often double-wrapped
- Sun-faded fabrics or thread may be wrapped around the belt
- Leather is unfinished, with raw, natural edges

SOFT-HUED SUNNIES



- Sunglasses have a soft-hued tint for a relaxed vibe
- Minimal feel is accomplished with light, or non-existent frames
- Lenses may be square or round shaped



# Buyer's Checklist

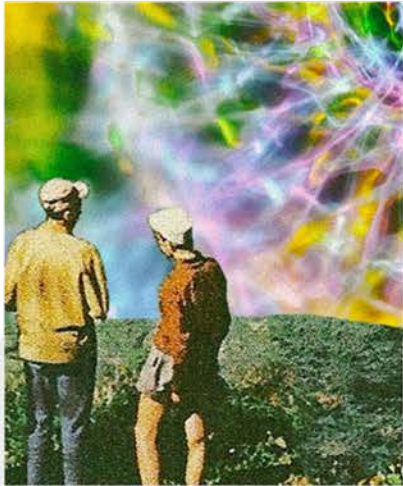
- 1** Breezy Bombers
- 2** Suiting that fits like a T-shirt
- 3** Light Rinse Denim
- 4** Positive Messaging
- 5** Sun-faded Colors
- 6** Second-skin Knits
- 7** Painted Stripes
- 8** European 80s Styling
- 9** Handcrafted Details
- 10** New Use of Cotton Poplin



# PSYCHOTROPICS

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**01** MAINSTREAM PSYCHEDELICS

Psychedelics are going through a mainstream revolution, with a growing acceptance of using them for guided self exploration.



**02** CULT CULTURE

Cults are having a moment in pop culture, showing up in a slew of documentaries, TV shows, and fashion look books.



**03** IMMERSIVE EXPERIENCES

A new breed of immersive experiences is changing how we interact in physical spaces.



**04** VIRTUAL INFLUENCES

The rise of virtual influencers are changing the fashion and marketing landscape.









Euphoria
Ablaze
Infrared
Immune
Viper
Awe
Gunpowder
Chakra
Petal
Dispatch
Pollen
Dandelion
Opal
Dive
Mysterious
Wet Sand







1. Nature Trip | 2. Tropical Burst | 3. Blackened Sky | 4. Mantra | 5. Rainbow Dyes | 6. Clouded Judgement | 7. Optical Movement

RAINBOW WINDBREAKER



- The return of the color-blocked windbreaker
- Super simple silhouette bare of trim except colorful stripes
- Consider nylon-cotton blend for a less rumpled look

VACATION SUIT



- Mismatched suiting separates with "swim trunk" bottoms
- Blazer is completely unlined and comes in generous fit
- The bolder the colorways, the better

TIE DYE SWEATER



- Stretched, distressed shapes are key
- Tie dye effects in splashy, watery dips
- Raw hems or exposed, contrasting stitching



RESORT SHIRT SET



- Matching shirt + shorts sets are key item for summer
- Blurry, bold vacation-ready graphics like fruits & florals
- Camp shirt silhouette is most casual

SKATER PANTS



- Cropped pants that hit at the shin in a super relaxed fit
- Wide cuff emphasizes the shape
- Consider colorful, contrasting taping down the sides

CYCLING POLO



- A quirky twist on the classic polo
- Cycling-inspired mock neck and short-sleeve body
- Strong vertical color blocking in bright colors

DOUBLE SLEEVE SHIRT



- Washed-out denim with layered sleeves
- Double front patch pockets
- Lightweight plain weave with tonal stitching

BLEACHED JEAN SHORTS



- Dark wash with bleach splatches
- Shoelace drawstring
- Mid-rise that cuts off below knees

TIE-DYED TRUCKER



- Dispersed bleaching as an alternative tie-dye
- Standard trucker with added welt pockets
- Brushed flat tack buttons

NEON JEANS



- Acid washed and overdyed
- Best worn with neutrals
- Tonal stitching throughout



SLIP-ON SNEAKER



- Interesting material and pattern blocking
- Classic skater-style, slip-on shape
- May have exaggerated elastic gores or strapping

ACTIVE SANDAL



- Shark tooth soles with pop-colored trim
- Velcro straps have contrasting suede tabs for added detail
- May have ankle straps or molded footbeds for extra support

SNEAKER BOOT



- Classic runner soles with extra traction
- Neoprene sock-like upper provides comfort and durability
- Stretchy mesh-knits for a snug and supportive fit

BODEGA BAG



- Soft and unstructured bodega-style silhouette
- Supple painted leather for a luxurious feel
- May have leather patches or inner pouches

BELT BAG



- Can be worn as a belt or across the chest
- Multiple zippered pockets for accessibility
- Extra hooks, key chains, or other utility elements

BODY-HARNESS BAG



- Flat, harness-like silhouette, worn strapped around the chest
- Saddle-like pocket under the arm is slim, minimal, and sporty
- Lack of hardware or trim. Newness is in the shape and color.



COLORED SUNGLASSES



- High-Shine metal frames in angular or rectangular shapes
- Brightly colored lenses, also often with an ombre effect
- Frames may be curved and with sporty plastic temples

NYLON BELT



- Durable Nylon webbing with bright graphics
- May have added loops or clips for key rings
- D-ring or round double-ring belt buckles for ease

NECK WALLET



- Can be worn around the neck or wrapped around the wrist
- Durable and weatherproof faux leathers or sturdy Nylon
- Lobster hooks and Velcro closures

# Buyer's Checklist

- 1** Matching Shirt + Shorts Sets
- 2** Surreal Tropical Prints
- 3** Pastel Neons
- 4** Color-blocked Windbreakers
- 5** Tie-dye in Unexpected Places
- 6** Rumpled Blazers
- 7** Nostalgic 90s
- 8** Guru Styling
- 9** Tiny Bags + Quirky Accessories
- 10** Vans-style Slip Ons



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