

Special Report
MAGIC Menswear
Summer 2005

Let's talk color!

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MAGIC Menswear

Color, Colour, Coloré were the only words to describe what was seen at the **MAGIC menswear show for Spring/Summer 2005.**

There were a barrage of shades that emphasized men's acceptance and affection for color in their wardrobes. Gone are the doldrums of navy and black, and the only way these two shades were seen were when they were teamed up with bold citrus shades of apple, orange, yellow or mouthwatering sorbets of apricot, lime and cantaloupe.

Styling was casual and comfortable, giving the men's market a way to express color in simple understated clothing.

Be on the lookout for lots of prints and stripes in diverse proportions. Placed or all over the quintessential print pattern for men were bold florals that were either multi-colored or distorted monochromes.

Stripes continue in both vertical and horizontal layouts in varied widths of end-on-end, clubs, awning or engineered chest stripes.

The blazer returned but is now interpreted into semi constructed, shorter more body defining styles. Single breasted was key as they work for both work and play.

The white pant done as a jean, trouser or drawstring pull-on was seen as the perfect counterbalance to bright colored shirts, striped blazers and bold citrus polos.

Blue denim scores again and comes in all shades and finishes. Whether slashed, tom, painted or rusted, everything goes when it comes to casual wear and defining individuality. Styling ranged from traditional five pockets and semi-trouser shapes to low rise, body hugging boot cuts that were shown cuffed.

Tee shirts were simple, washed and had adorned screen prints or logos. Vintage fits were either short sleeved or cut off muscle styles.