

# APPAREL | F/W 10 MEN / YOUNG MEN

Bread & Butter, one of the largest and most influential European streetwear tradeshow, once again proved its reputation as a must-visit destination for progressive buyers and press.

**BREAD & BUTTER**  
AIRPORT BERLIN-TEMPELHOF  
tradeshow for selected brands  
**20.-22.01.2010**  
[WWW.BREADANDBUTTER.COM](http://WWW.BREADANDBUTTER.COM)



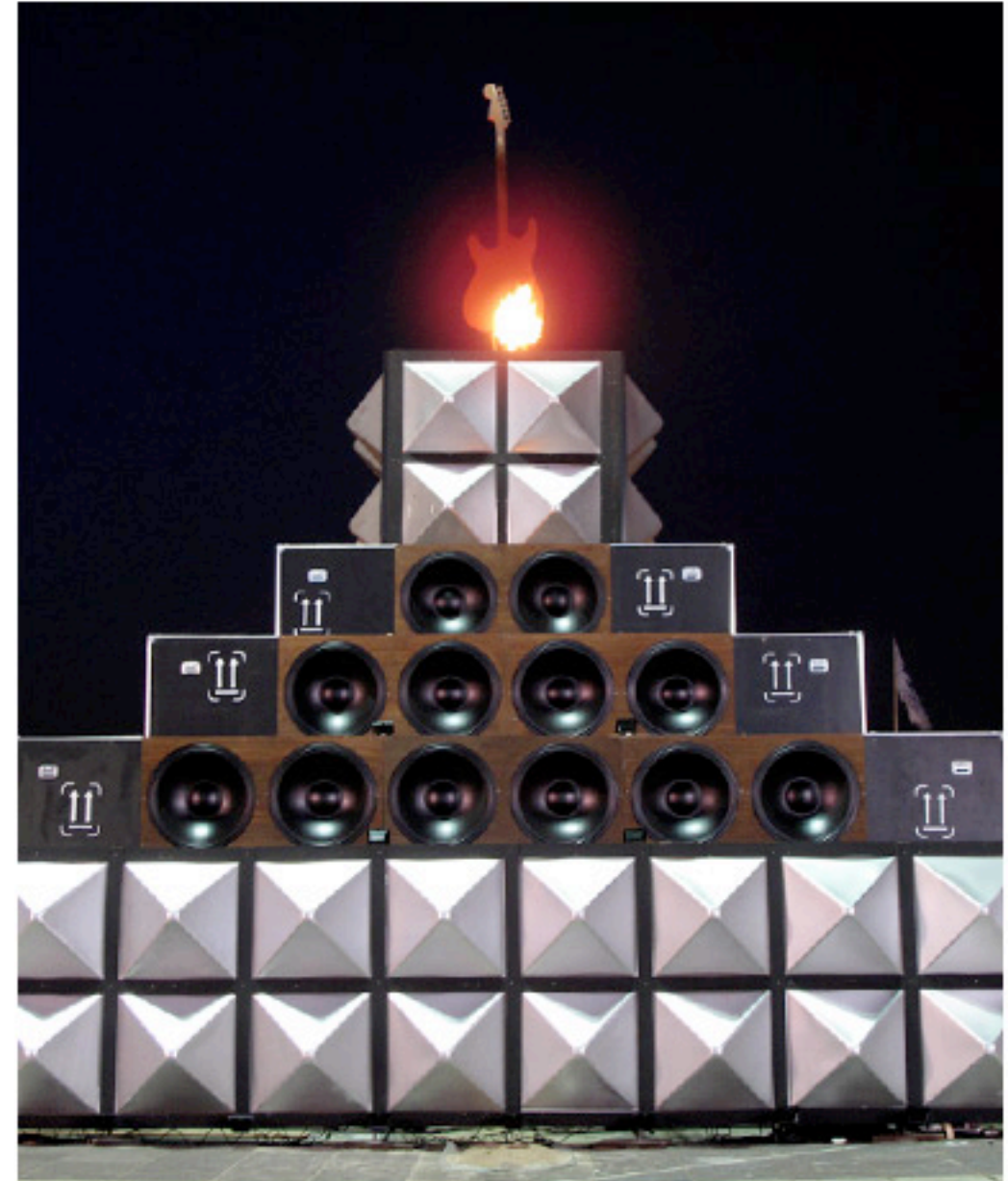
**THE ORIGINAL**

# ABOUT THE SHOW

Bread & Butter's dynamic presence on the international tradeshow roster is a result of its consistent trend conscious presentation, superior organization and its wide-ranging appeal to the world's most innovative brands. This season, attendance was up and energy ran high among both exhibitors and order-writing buyers. Existing trends expanded while new ideas for Young Men's apparel emerged via smaller designers.

## SHOW FACTS:

- 600 exhibitors
- 90,000 attendees
- Venue: Berlin's Historic Tempelhof Airport
- Next show date: July 7 – 9, 2010
- [www.breadandbutter.com](http://www.breadandbutter.com)



# CHEAT SHEET



## COLOR

- Army green emerges as the important tone for outerwear and pants
- Distressed finishes add depth
- Fits into the well-established military trend

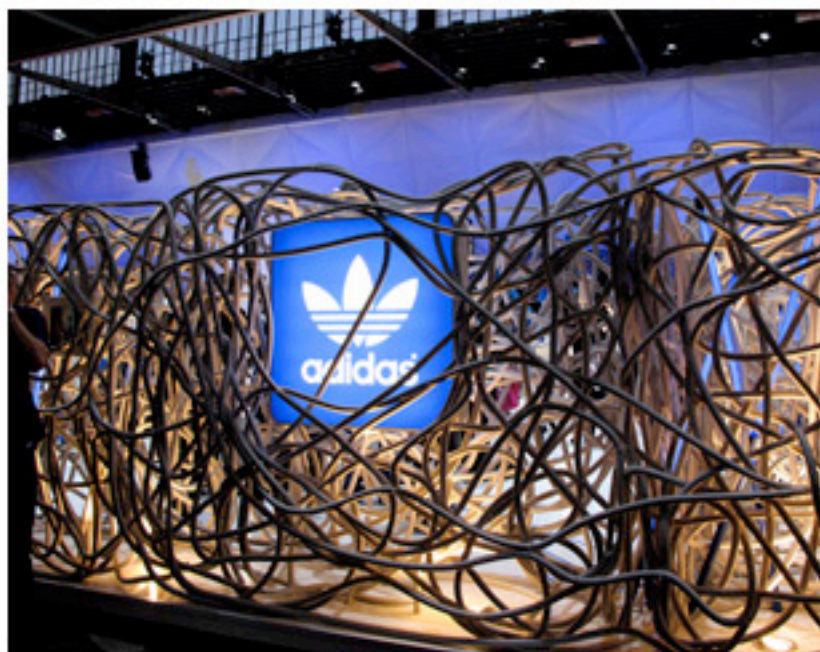
## FABRIC

- Wax-coated canvas looks and feels fresh
- Waterproof practicality in outerwear and vests
- Experimental waxed canvas cargo pants

## ITEMS

- 'Heritage' is the keyword for all markets
- Classic intarsia for young men
- Reworked, traditional vintage pieces replace bold 80s or 90s looks

# MOOD





## TRADITIONAL HERITAGE INSPIRATION

Heritage trends gain strength in Europe — nearly every brand at Bread & Butter showed looks based on real or imagined company history.

Rich materials / Outerwear is a key component / Classic patterns / Distressed denim / Relaxed styling / Careful layering / Muted colors / Consider monochromatic looks going forward



Lacoste



23:23



Benny Yoshiku



H.I.S. Jeans



Blue Blood



Local Celebrity



Goliath



Triet



Rubey

**ATHLETIC ACTION**  
INSPIRATION

Sports culture influences spread into all categories for Young Men.

Sporty and preppy styling for streetwear and non-active items / Baseball jackets / Refined sweatpants / Sports logos / Patches and letter jackets / Contrast sleeves / Rugby influences / Classic color palette — predominantly red, white and blue



Schott NYC



Alpha Industries



Meltin'Pot



Schott NYC



H.I.S. Jeans

## BOLD BIKERS INSPIRATION

Tough bikers provide inspiration for a new take on rugged masculinity.

Relaxed styling / Leather outerwear essentials / Dark, neutral palette / Distressed textures for all items / Waxed coatings / Classic patterns / Aggressive graphics / Rugged accessories

Related reports: [Trend Tracker](#) > [Easy Rider](#)



Minimum



Bench



Minimum



R95th

## TOGGLE TRANSITION ITEM

Toggle coats move from the runway to retail.

Slim silhouettes / Fingertip to longer lengths / Heavy felts to slick technical fabrics / Blanket stripes / Contrast colors for toggle closures / Dark neutrals / Hoods are key / Military style patch pockets / Consider crests and oversize closures going forward





Royal Underground



Bench



King Krash

**MILITARY MAN**  
ITEM

Military outerwear continues to trend for the Young Men's market.

Rugged bombers, parkas and field jackets / Waterproof, matte treatments / Touches of fur / 4-pocket styles / Patches and insignia are key details / Sage tones will update future color palettes



King Krash



William Rast



Schott NYC



Evisu



T.K. Garment Supply



Firetrap

## MOTOR MANIAC ITEM

Motorcycle jackets are a must-have staple for Young Men.

Distressed leather and felts / Slim cuts / Oversize collars / Multiple zippers / Experiment with contrast felt piecing / To update, combine baseball jacket and motorcycle details for hybrid styles



Fruit of the Loom



King Krash



Fruit of the Loom



23:23



Benny Yoshiku



Blue Blood

## SWEATING IT OUT ITEM

The classic sweatshirt returns.

Medium fit crewnecks and hoodies / Classic gym styling: V-insets, banded bottoms and cuffs / Contrast stitching / Color blocked brights / Kangaroo pockets, graphics, embroidery / Going forward, consider molded foam-back knits or cashmere



Marc O'Polo



Diesel



Polo Jeans Co



Evisu



Fruit of the Loom



Onitsuka Tiger

## COZY CARDIGANS

ITEM

Structured cardigans bridge the gap between the tailored blazer and the casual hoodie.

Heavy gauge knits / Ribbed construction / Shawl collars / Dimensional textures / Wide ribbing / Neutrals work best / Primary colors are also an option / Double-breasted styles will update next season



Berlin



Lexington



Diesel



R95th



R95th



Howlin

# INTARSIA INVENTORY

ITEM

Lively intarsia sweaterknits gain ground in the Young Men's sector.

Creative untraditional patterns / Digitized Fair Isle designs / Bright colors with grey grounds / Cardigans and V-necks / Slim silhouettes / Dense knits / Layered styling over graphic tees / Incorporate graphic symbols into patterns going forward



Tough Jeansmith



Camel Active



Guess Jeans



Parasuco



Closed



True Religion

## CARGO CONTAINER ITEM

Cargo pants and shorts make a comeback at Bread & Butter.

Relaxed, carrot-leg or slim fits / Roomy pockets / Military neutrals / Rolled cuffs, tabs and rivets / Sturdy cottons / Try contrast patchwork pockets and mixed materials for an update



William Rast



Punk Royal



Bensimon

## PERSISTENT PLAID ITEM

Plaid button-ups remain strong, especially with key updates.

Slim silhouettes / Bright contrasts look new / Scattered grommets, distressed finishes, leather piping, color blocked plackets or panels / Worn as a layering item, under or over other garments



Schott NYC



Psycho Cowboy



Petrol Industries



Berlin



Barbour



Guess Jeans

## QUILTING BEE

FABRIC

Quilting adds dimension to jackets, vests and coats.

Contrast quilted panels look new / Diagonal, channel or diamond-shaped quilting / Suede accents at shoulders or as trims / Grey, army green and navy / Pops of bright contrast stitching going forward





Henry Lloyd



Barbour



Camel Active

## WAX WORKS

FABRIC

Waxed canvas is key for outerwear.

Waterproof treatments / Authentic, heritage look / Corduroy collars and cuffs / Military styling / Darker tones / Low-lustre finish / Simplified details refine the silhouette going forward



Berlin



R95th



Alpha Industries



Diesel



T.K. Garment Supply



T.K. Garment Supply

## ARMY GREEN COLOR

Army green is a key for every classification.

Jackets, pants, vests and knits / Distressed fabrics look authentic in this color / Matte finish / Range of greens from fresh olive to army drab / Style with brown and tan — not black / Update by combining with neons or safety orange



Berlin



Bench



Berlin



Woolrich



Petrol Industries



Campus

## IN THE NAVY COLOR

All over navy ensembles give relaxed sophistication.

All apparel items / White and tan contrasts for a preppy look / All fabrics: knits, wovens, technical / Consider navy for leather as alternative to black



Benny Yoshiku



Henry Lloyd



Berlin



Berlin



Alpha Industries



Schott NYC



King Krash



Schott NYC



Onitsuka Tiger

## PATCH IT UP

TRIMS + EMBELLISHMENTS

Patches add interest to Young Men's apparel.

Classic patches with preppy, collegiate references / Multiple patches for more impact / Experiment with placement and repetition / Layer patches over classic patterns or prints / Update crest designs with cartoons or pop culture symbols / Crested blazer on runways for F/W 10