

GANT

GANT FALL/WINTER 2018: CELEBRATING TOGETHERNESS

For Fall/Winter 2018 GANT celebrates Togetherness. The collection is all about how life is so much better – and bigger – when we spend time with others. Inspiration comes from the ivy-clad colleges of New England where students come together in the spirit of learning. The collection includes the iconic and the innovative. A palette of natural shades combined with cheerful reds and greens brings brightness to the season.



April, Stockholm, Sweden

Created for the curious and active consumer, the FW18 collection presents iconic garments with classic silhouettes, as well as innovative pieces with advanced technical features. Inspired by Togetherness, the collection includes pieces suitable for all gatherings, from a family get-together at home to a sophisticated holiday party.

In line with the GANT credo of Never Stop Learning, the collection includes some exciting new pieces such as tailored suits and blazers that can be machine-washed at home. Other innovations include GANT Stormhaven, a smart waterproof shoe for rainy days, available in five different colors for both men and women.

Outerwear pieces play a central role in the collection. For womenswear, expect checked coats and playful use of materials that add interest and character. Menswear builds on traditional pieces, plus stand-out items in bold colors such as a parka in a brilliant shade of red. Knitwear takes inspiration from traditional Fair Isle sweaters. The unique patterns and strong tones create a modern take on a preppy classic.

One special highlight this season is the launch of GANT's brand-new line of premium leather bags for women. The timeless, feminine and modern preppy collection consists of three sizes of bag to suit all kinds of occasions.

The bags are made in vegetable tanned leather, prepared with natural, more sustainable tannins to give a deep color and rich patina. The bags come in five colors: Black, Navy, Argan Oil, Pine Green and Winter Wine.

As Holiday Season draws near GANT launches the last drop of the year. It includes festive pieces with beautiful silhouettes in exclusive textiles. Key items for her include a full-length sequin skirt and a classic tie-blouse. Naturally, the tuxedo takes a leading role: in velvet for women and in a more classic design for men but in a striking dark navy.

KEY COLORS

Just as the colors of nature shift from one month to the next, so the collection matures and the spectrum develops. The palette contains natural shades of brown and beige, as well as darker tones of gray and navy. Cheerful red and green brighten things up as the season cools down. Out with high summer – in with high hygge.

KEY PATTERNS & FABRICS

Fabrics range from cosy Nordic knits and flannels to sophisticated silk and innovative machine-washable suits. Among the patterns are modern prints, dots and checks, mixed with single colors for a classic GANT look, plus a stunning September tartan.

KEY PIECES FOR WOMEN

Washable Black Watch Blazer and Pants.

This suit in a classic Black Watch tartan mixes the classic and the contemporary. A modern power suit, it features a jacket with a longer silhouette that retains a feminine look and slim trousers with stylishly cropped legs. And, it's machine washable.

Fair Isle Sweater

A new take on the classic Fair Isle. The yarn is a super-soft, luxurious, airy alpaca mix, spun and knitted in Italy with a modern pattern. A beautiful piece that's perfect for chilly fall days. It's the must-have hygge sweater for the season.

Padded Wool Overcoat

An exclusive off-white checked overcoat, lightly padded for extra warmth. A beautiful Italian-made, wool-and-mohair blend with a long pile gives a luxurious 'fluffy' appearance. The flap pockets and extra coin pocket are inspired by traditional menswear. It has a flattering and casual silhouette, and features corozo buttons.

KEY PIECES FOR MEN

Tech Prep™ Chino

Our versatile preppy sport chinos, with enhanced breathability and extra durability. Wear them at the office and then head to the golf course or start your active weekend. Features an internal stay tape waistband and jacquard pocketing.

Washable Elliot Blazer

An unconstructed, unlined blazer with natural, unpadded shoulders and a slim-fit. This single-breasted, two-button sportcoat with notch lapels, is tailored in a wool-blend houndstooth fabric. What's remarkable is that it is entirely machine washable.

Fair Isle Sweater

This chunky three-gauge Nordic sweater is a must-have this season. The yarn is a super-soft, alpaca mix, spun and knitted in Italy with a modern pattern. A beautiful modern Fair Isle that's perfect for chilly fall days.

The House of GANT Fall/Winter 2018 collection will be available in stores and online from August 2018.

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