

GANT

GANT SPRING/SUMMER 2018

The GANT Spring/Summer 2018 collection celebrates classic pieces of preppy American sportswear with a new take. Including seasonal colors such as bayberry green and rose pink with breathable high-tech fabrics, the designs are inspired by the sense of discovery that comes from taking a curious and open-minded view of your world.



October 2017, Stockholm, Sweden

"This season is about smart style – meaning simplicity and sophistication – but also about questioning how we do things," says Matthew Wood, Creative Director at GANT. "Our passion is for preppy American sportswear, which is the heritage of our brand. We want to express the origin of GANT and keep telling our story while bringing a sense of modernity."

The collection originates from the love of learning that is embedded in the DNA of GANT. It's about looking up from the ordinary and taking a moment to be inspired by your everyday surroundings and acting on your curiosity.

The season ranges from lightweight cable sweaters and fresh stripes to modern office wear that can effortlessly go from desk to dinner. As the days get brighter, add some casual madras pieces to your basics, to complete your summer wardrobe. Whether it's at the townhouse, the summerhouse, on campus or at the big game, GANT will equip you with the clothes, the attitude and the inspiration to treat this season as one for learning. It's how basic whites and blues become something more.

KEY COLORS

This season presents an optimistic color palette, hinting at a future of hope and possibility. It includes familiar preppy-yet-fresh hues and new, beautiful colors such as bayberry green and rose pink as key accents, mixed with shades of water and sky blue that form the foundation of the collection.

KEY PATTERNS AND FABRICS

Keeping the requirements of an active lifestyle in mind, this season focuses on updating our American sportswear classics in natural and breathable high-tech fabrics. Ever-popular shirts with Tech Prep™ take a more prominent place in the collection alongside outerwear that's perfect for transitional seasons.

Key patterns are bold, cut-out floral prints mixed with smaller flowers, reminiscent to the beautiful gardens and farmers markets along the East Coast of America, and madras checks inspired by archival GANT prints from the 1960s and '70s.

The House of GANT Spring/Summer 2018 collection will be available in stores and online from January 2018.

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KEY PIECES FOR MEN

CABLE KNIT CREW

Made from 100% cotton, the Cable Knit Crew is a seasonal take on a timeless and endlessly versatile design. This sweater has been updated with an engineered mesh-knit construction, two-toned body, and linked-on cables. This modern cable is yet another example of GANT's respect for preppy heritage, whilst embodying our belief that you should Never Stop Learning.



GANT VARSITY JACKET

In a nod to our origins on the campuses of the East Coast, the Varsity Jacket pays homage to our team – GANT. This classic, unlined jacket has raglan sleeves, contrasting color welt pockets, melange striped ribbing at the neck, hem and cuffs, authentically painted snap buttons on the front, and GANT sewn onto the back. It also features an oxford locker loop inside the neck as a nod to our shirtmaking history.



STRETCH LINEN BLAZER

Made in a stretch cotton-linen blend, the Regular Stretch Linen Blazer is a light-weight, comfortable option for formal summer occasions. In a classic, regular fit, this single-breasted blazer has notch lapels, two-button closure, flap pockets and corozo buttons. Half-lined for lighter construction, the jacket features a softly tailored silhouette and lightly padded natural shoulders.



KEY PIECES FOR WOMEN

WRAP SHIRT

Made from 100% cotton broadcloth, the Wrap Shirt is a favorite every season – and for good reasons. This season’s interpretation is a crisp, light-weight blouse with a relaxed silhouette, featuring a feminine wrap-front with mini-lapels, longer back-hem with exaggerated curve, adjustable cuffs, and our iconic boxpleat and locker loop on the back.



PREPPY STRIPED SHIRT DRESS

Made in an elegant, lightweight blend of cotton and lyocell, the Preppy Striped Shirt Dress has a silk-like feel with an elegant drape, and is sustainable and hard-wearing thanks to its composition. This relaxed, flowing dress sports a wide, gathered neckline, button-through closure, raglan sleeves with bows at the cuffs, and a preppy pinstripe design as a nod to our proud shirtmaking heritage.



TAILORED JERSEY SUIT

Made in a stretch viscose blend, the Tailored Jersey Suit is woven and finished in Italy. The contemporary jacket is minimal in detail but heavy on impact, thanks to its eye-catching shade of teal. With a single-breasted, lapel-free construction, single-button closure, welt pockets at the waist and butterfly lining, this modern blazer is best paired with the Tailored Jersey Pants for a dynamic take on formal dressing. The pants are made from Italian fabric with comfort stretch,

and are as sleek as they are comfortable. These smart-but-sporty pants feature a concealable drawstring waist with elasticated back, a slim, tapered leg fit, and welt pockets on the back.

