

GANT

AMERICAN PREPPY STYLE WITH A FRENCH TWIST



For Spring/ Summer 2020 GANT takes a break from the American East Coast to explore the European side of its preppy heritage, ending up in France. Embracing French timeless classics while holding onto American sportswear icons, SS20 is a modern and curious collection best described as American style with a French twist. The collection showcases tailoring and linen garments, statement outerwear pieces and dresses in bold prints.

The first part of the SS20 collection is inspired by urban life in Paris and includes pieces suitable for both the vibrant pace of the city and the demands of the modern office. The GANT Varsity Jacket and Heavy Rugger with applied collegiate patches showcase American heritage, but are worn with French preppy pieces, like marinière striped sweaters and polka dot shirts. She mixes the modern office wardrobe with feminine blouses and dresses for that perfect France-inspired sportswear look.

He takes on the city in the new Tech Prep take on the GANT classics outerwear pieces and pairs it with the new slightly oversized Hugger fit Chino, a beautiful shirt and a French workwear jacket.

For the second part of the collection we head down to the south of France and Côte d'Azur for some coastal living, spending our days in a charming house overlooking the lavender fields and the lemon gardens. Where summer heats up, fabrics get light, airy and comfortable. Natural fibers such as washed cotton and linen work just as well for daytime as they do for evening. Seersucker and linen add beautiful texture to the collection.

“This season we were curious to explore the European side of our heritage. And what better way to start then with the heart of European style, France,” says Karen Vogele, EVP of Product and Design. “Focusing on the excitement and

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freedom of discovering a new culture while keeping our roots firmly planted, we have created a modern collection of beloved classics combined with sophisticated pieces— a perfect style clash of preppy American sportswear and French chic.”

KEY COLORS AND PRINTS

The palette is inspired by American sportswear and includes bold and vibrant yellow, orange, red, green, blue and pink. The high summer palette combines playful pastels with lots of crisp white, grounded by a washed-out darker navy and sun-faded yellow. Inspired by the French Riviera, this season’s prints include the picturesque views of the countryside, including vegetations like lemon trees, lavender and olive fields as well as beautiful churches found in the small villages along the Côte d’Azur.

KEY PIECES FOR WOMEN

MOLESKIN GANT VARSITY JACKET

The GANT varsity jacket combines new fabrics to give the icon a fresh look for the season. Rich red cotton moleskin for the body is combined with an off-white soft washed canvas for the sleeves. Lightly filled with recycled padding to offer warmth for early spring. Unique and colourful varsity patches, preppy banker stripe lining and the storytelling chain stitch embroidery make this piece a must-have.

GINGHAM PLEATED SKIRT

With a beautiful navy and off-white gingham pattern and a modern over-scaled size, this skirt has that perfect fit. Designed with three open box pleats on the front and back to carefully give it romantic volume and move it to the most flattering position, while still sitting natural at your waist. This is a storytelling skirt— wear it to work or to your weekend party.

PREPPY CHECK JERSEY BLAZER AND PREPPY CHECK CIGARETTE PANT

This preppy checked fabric comes in two colorways, red and green, and makes the perfect jersey blazer. With piping detail at collar and lapel for a luxury contrast. The interior lining has colorful combinations which makes it feel cool and preppy. The jersey fabric gives the blazer a

comfortable fit. Wear it with the matching pants for a playful-yet-stylish and colorful suit.

Two striking checks, one red and one green, here in an amazing jersey fabric with an elevated look and feel. The fit is our much-loved cigarette pant, but here updated with a center front opening, including a nice bar tack stitch detail at the CF. Rock this style as a suit, or wear with a relaxed jacket, T-shirt and sneakers for a more relaxed look.

KEY PIECES FOR MEN

HUGGER FIT CHINOS

The Hugger Chino is our most modern preppy chino to date. With its relaxed waist, straight leg and roomy bottom hem, the hugger silhouette truly distinguishes itself. Twin needle stitching, embroidered diamond logo at front and GANT at back. A heritage chino taken into a new modern preppy light made from 100% Pima cotton.

THE TECH PREP GANT WINDCHEATER

A true GANT classic with a comfortable fit, two slanted waist pockets and adjustable cuffs. It is the perfect everyday performance wear - water repellent and breathable, has critical taped seams and compositional stretch. The interior has a printed banker stripe lining, with light blue contrast sleeves. This is truly a jacket for many occasions, for leisure as well as for work.

LEMON PRINT RIVIERA COLLAR SHIRT

Our Riviera collar look for SS, on a broadcloth base with printed lemons makes the perfect look for the summer mood.

The GANT Spring/Summer 2020 collection will be available in stores and online from February 2020.