



DOCUMENTING STYLE 'NEW CLASSICS ISSUE'

Momotaro: a journey into the heartland of Japanese denim
Couch surfing: brand new again
Missed up: a portrait of Paris
Culture Clash: Hiroki Nakamura

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Sober

Who: Robbert Wefers Bettink and Cissy Noordeloos met at the Amsterdam Fashion Institute, and after finding work as assistants in the fashion industry—Bettink at A.F. Vandevorst and Noordeloos with Christian Wijnants—they launched their own label in 2009. Bettink designs, and Noordeloos handles production, marketing and sales; both share an affinity for the Netherlands' Calvinistic past.

Label look: The brand's fall 2011 collection consists of only 15 pieces that are lady-like, minimalist and chic. Like a contemporary Mad Men cast, Sober women look their big-city office best in warm fall colors and moss-green coats, contrasted by a bright orange shirt. This summer, the brand's pristine look is straight-up beige, with some gray and greenish complements.

What's new: Sober itself is fairly new. You can find it at Amsterdam's Kabinet and Rotterdam's ANSH47 (Another Shop). The label also plans to expand into accessories.

We say: The migration toward a dressier, more-adult look is still going strong.

Price level: ●●●

www.studiosober.nl



Carhartt Heritage

Who: Although it's been manufacturing premium workwear for more than 120 years, Carhartt has gained popularity as a street-wear brand through its durability, cool design and loose fit. Within its wide range of tough-looking clothes, the signature brown duck pieces are the ultimate classics.

Label look: Carhartt makes clothes for real men. Its pieces seem simple but feature standout details like triple-stitched main seams, functional pockets, heavy-duty YKK zippers, ring-spun cotton for added softness, adjustable waistbands, interior draw cords and moisture-management fabric with anti-odor properties. You'll want to wear them over and over again.

What's new: This season, Carhartt visited its archives to re-create iconic classics for its Heritage Line, made with classic materials and colors, and constructed according to vintage production methods. Expect reproductions of original prints and authentic washes and dyes. The collection recalls the old days but satisfies the needs of the modern man. A highlight is the unlined State coat, made from the brown duck material; for this design, Carhartt focused on a jacket's truly essential elements: a corduroy collar, two chest pockets and two large front pockets.

We say: Vintage has never looked so real and modern. Without being over-designed, the pieces will fit easily in your wardrobe. Carhartt stayed close to its values and beliefs to create a new classic.

Price level: ●●●●

www.carhartt-wip.com

