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# menswear in ireland

Copeland hits Galway

Looks, Styles and Fashion for 2003

Inside Arnotts Fashion

Underwear... What's in vogue?



Magee

## Magee

Inspired by the company's hand-woven heritage, Magee's autumn/winter Collection blends tailored and casual wear into a layered co-ordinated look. The collection features a selection of coats, jackets, shirts, trouser and knitwear that can be work together or as separates.

Key innovations in the new range include Donegal Tweeds in specially softened light lambswool, narrow corduroys, soft moleskins and classic wool fabrics re-interpreted in stripes and checks and specially commissioned flecked yarns for knitwear.

The collection features some of the label's most popular designs, many of which have been updated for the new season, as well as a number of new additions. The classic Irish great coat in tweeds is re-introduced after many years, while many coats from Autumn 2002 also make a welcome return to the Magee range. The latter have been reinterpreted in contemporary styles such as the zip and button duffie coat in Donegal Tweed overchecks or faint stripes, and fine corduroys in burgundies and browns.

Leather jackets continue to feature prominently in the collection but come in a new and diverse range of styles: pared down leather jackets, unstructured jackets in lambswool with corduroy detail on pockets and collars, and four-pocket combat jackets in pinhead cottons and textured tweeds.



Magee

There are a host of new developments in the autumn/winter collection. The shirt range feature soft collar shirts in washed corded fabrics and plain brushed cottons, while the trouser range has been updated and extended with the addition of jean, combat and plain front styles in fine cords, soft moleskins, washed cottons and striped tweeds.

Key colours in the range are burgundies, chocolate browns and caramels, slate greys and indigo blues and olives and greens.

## Accolades for Irish companies in Drapers Records Awards

Magee has been named as the Bestselling Mainstream Menswear Brand for 2003 in the UK.

The title, awarded by Draper's Record Magazine and voted by hundreds of independent retailers across the country, is indicative of the Donegal label's continuing success in the UK menswear market.

As the strongest brand in the mainstream section, Magee performed well across the tailoring and separates business, delivering a highly popular combination of price, style and quality.

Lynn Temple, Chairman of Magee Clothing, said that he was delighted that the company has achieved this prestigious accolade as it acknowledges the progress which Magee has made in terms of its garment styling, improved image and greater competitiveness. He added that it is a tribute to all involved within the company.

Two other Irish companies were also included in the recent awards: Louis Copeland was named as the Independent Retailer of the Year for the UK and Ireland while McElhinneys of Donegal was awarded the Independent Department Store of the Year.



Magee

## Emmett to introduce shirts to wholesale

London retailer Emmet is launching wholesale for autumn 04. The business is introducing a dual-territory wholesale offer targeting both the UK and the US.

The range will have 200 options and Emmett is initially targeting 40 UK retailers selling a brand mix ranging from Paul Smith and Boss to Gant and Hackett.

## FCUK brand offends US market

French Connection is facing problems with its US wholesale business after FCUK-logoed merchandise had to be withdrawn from major department stores following customer complaints about its suggestive marketing campaign.

The FCUK brand was removed from Macy's, Kaufmann's and certain Bloomingdale's stores in October 2003 after a campaign group The Family Association (AFA) was launched by the influential pressure group The Family Association (AFA) to have it withdrawn.

The non-profit making organisation posted an article on its website attacking the Target Corporation-owned department store chain Marshall Field's for stocking FCUK, and urged readers to contact other stockists to complain.

Subsequently, department store groups Macy's and Kaufmann's bowed to consumer pressure and withdrew all FCUK-branded clothing and accessories.

The AFA's internet campaign is believed to have been initiated after group members saw advertising material featuring the slogan 'Scent to bed', which promoted the new FCUK fragrance.

## European Court rules on Adidas

The European Court of Justice (ECJ) has said that German sportswear giant Adidas can only prevent rivals using variations of its famous vertical stripes symbol by proving that consumers associate the mark with those used by other companies.

Intervening in a Netherlands case involving Fitness World Trading Ltd., the ECJ said that consumers view rival symbols "purely as an embellishment" and that Adidas cannot use its trademark rights to suppress them.