

Press Previews: Men S/S 21

As retailers continue to trade in an intensely sensitive market, priorities shift, with influx and growth in stay-home style and athleisure-worthy categories

Rhoneil Tiburcio
02.03.21 · 14 minutes



Key takeaways

UK press previews took place in digital spaces this season, with brands opting for prerecorded video segments, live presentations and virtual press days via digitised showrooms. This report highlights key trends, retail news, updates and market shifts for men's brands across UK and Europe – [click here to see all S/S 21 lookbooks in our image library](#).

- **Comfort is king:** prolonged stay-at-home measures drive home and work-life hybrids. Put comfort-promoting properties front and centre
 - **Performance features are a must:** with consumers' growing concerns about safety, retailers continue to leverage tech-enhanced materials for protective performance, influenced by the [#consideredcommute](#) trend
 - **Styling stories infuse functionality and form:** products worthy of multiple end-uses are key. Casual and smart aesthetics are melded in one, with emphasis on functional features like the integration of [#statementpockets](#)
 - **Renewed importance of sustainability:** retailers include circularity as part of their best practice, leveraging eco-conscious and recycling resources such as [I:Collection](#), [REFIBRA](#), [Texloop](#) and [Better Cotton Initiative](#)
-



Retail news highlights



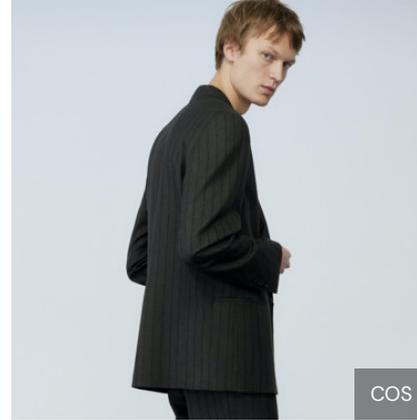
Arket's continued commitment to [#sustainability](#) and eco-conscious initiatives

Timelessness, comfort and respecting nature are the key concepts of Arket's S/S 21 collection. It is made with eco-conscious materials such as unbleached linen, hemp, organic and recycled cotton. Denim pieces are sourced from Arket's recycling program in collaboration with [I:Collection](#), while T-shirts and overshirts are upcycled from [REFIBRA](#) and [Texloop](#) yarns.



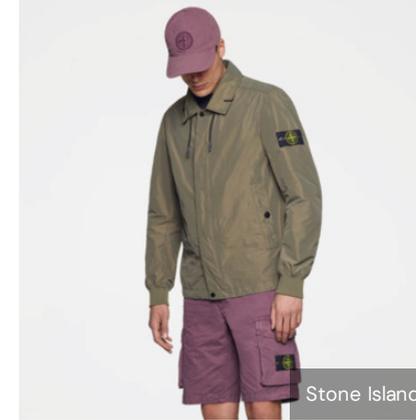
Marks & Spencer launched Goodmove Collection for essentials by Cos menswear

The Goodmove range is designed with performance and functionality in mind. Articles feature four-way stretch, sweat- and moisture-wicking capabilities, quick-dry, reflective and contrast trims, water and windproof finishes, as well as antibacterial properties. The menswear range is the most sustainable to date, with over 98% of the collection made with sustainable materials including recycled



Elevated and redefined wardrobe essentials by Cos

The upcoming Cos collection explores the boundaries between formal and casualwear, fused into an offering that serves the consumers of today. Garments feature smart and contemporary silhouettes in softened, roomy fits for easy wear. The collection is infused with waterproof zips and seams for performance and functionality.



Stone Island supercharges performance fibres

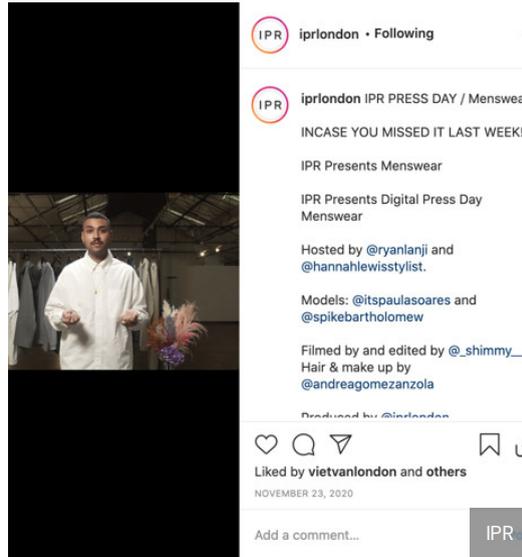
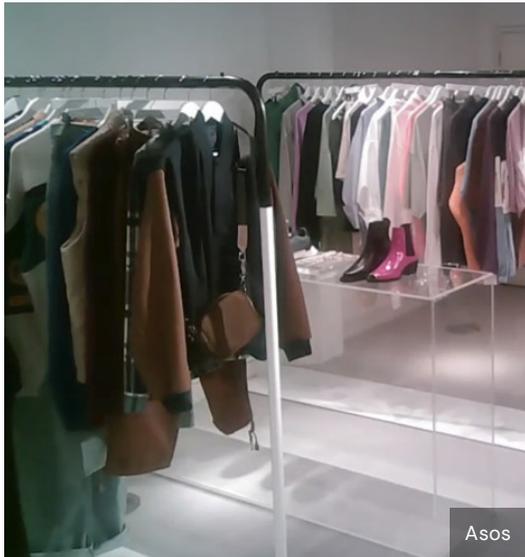
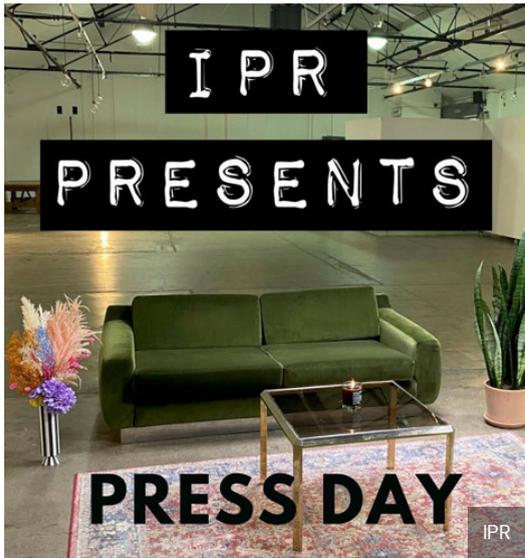
This collection fuses contemporary silhouettes with upgraded workwear, exploring aspects of performance through the lens of organic materials and tactility. Key performance features include hyper-light nylon for wind-resistance, lightweight canvas woven nylon fabric for pack-away capabilities and chambray cotton canvas for comfort and weather protection.



Mango Man continues to invest in its seasonal Tech-Enhanced Collection

This European retailer has dedicated seasonal edits of garments made with smart materials, reinforcing its commitment to performancewear and innovation. The collection is a combination of technology, minimalist aesthetics and contemporary silhouettes. The range focuses on comfort, easy care, functionality and all-weather performance.

polyester and conscious
cotton sourced via the Better
Cotton Initiative.



Digital press days

Prolonged restrictions on social events led brands to supercharge their engagement with digital spaces, recreating press days and product releases in digital formats.

- From the digital adaptation of catwalk shows to digital press days, PR agencies and brands are continuing to leverage this space. IPR London prerecorded videos to present the collections of brands it represents, while ASOS took a more intimate approach with an invite-only live presentation. Take note of [A/W 20/21 Press Previews](#) for more brand adaptation
- Brands utilise [Matterport](#) as their press day alternative, a company specialising in digitisation of spaces (examples [here](#))
- Leverage all relevant social platforms, updating followers about launches and press-related activities. Look into [#digitalfuture](#) via The Feed for the latest brand adaptations



Lounge set

The new stay at and work from home status for many continue to drive the [#matchingset](#) into popularity. Expect a supercharged relevance that will remain key beyond S/S 21 deliveries.

- Quality over style is key. Simple design iterations will appeal to the menswear market while [#tiedye](#) provide opportunities for the directional and juniors' market
- Emphasise elasticated waist features and consider roomier silhouette for comfort
- Upgraded and defined design updates will be essential transitioning into A/W 21/22, as consumers continue to seek better basics and [#workleisure](#) worthy items. Look to our [Textile Sourcing Guide: A/W 21/22](#) for further inspiration

Key items: hoodies or sweatshirts paired with joggers

Markets: matching-sets will appeal across all markets

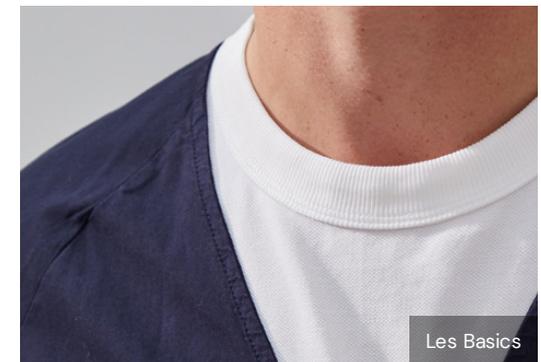
Boxy tee

Pandemic-era consumers gravitate towards the comfort of the boxy tee, gaining importance among core offerings with an emphasis on more premium materials.

- Boxier fits and wider sleeve openings highlight the importance of easy comfort shapes, noted at youth-driven and contemporary brands such as Carhartt WIP, COS and Closed
- Extend styling opportunities by pairing tees with shackets or smarter garments for [#smartenup](#) appeal
- Consumer demands for 'better basics' will go beyond this season, with the premium tee noted as a key item in [Men's Buyers' Briefing A/W 21/22](#)

Details: boxier, modern fit, open or subtle mock-neck ribbed neckline, wider sleeve opening and heavier weight cotton, as noted in [Core Item Updates S/S 21: Men's Cut & Sew](#)

Colours/prints: complement practical white and black with sophisticated summer hues such as indigo blue and restorative colours



Active emphasis

The rise in fitness lifestyles drives S/S 21 activewear new-ins YoY (as seen growing from the previous season), providing performance alongside refined design references.

- Marks & Spencer extends its Goodmove range into menswear, focused on catering to wellness and active lifestyles. The collection features tech-driven and performance-enhanced designs, while championing the usage of sustainable materials. Eco-conscious cotton sourcing via the Better Cotton Initiative has been utilised, along with recycled polyester. All-weather performance features are also noted, such as windproof and waterproof capabilities
- Similarly, Arket's new addition to its sportswear collection prioritises style, performance and sustainability. Garments are thoroughly engineered to suit all weather and environments, made from recycled materials

Colours/prints: neutrals are great for transitional styling (ensure this is noted across e-commerce imagery and in-store



The men's Goodmove collection sees the most sustainable range to date for M&S, with over 98% of the range made with eco-conscious materials



VM) while core active hues such as black,
navy and khaki are practical options –
noted in Design Capsule S/S 21: Men –
Active

Athleisure

New Covid-19-age routines meld activewear and leisure lifestyle, supercharging the blend of fashion and performancewear.

- Sharing the same principles with the #workleisure trend, athleisure leans towards sporty and active elements, whether a hooded addition or seamless integration of technical trims and pockets that can support fitness pursuits
- Consider tech-driven materials, insulating, protective and thermoregulating fabrics
- As consumers continue to rely upon e-commerce, sportier elements and tactile features are harder to distinguish from images, so clearly state materiality and product capabilities via mail-outs and product videos

Updates: technical trims and seams are paramount. Take heed of Buyers' Briefing A/W 21/22: Menswear Key Details for further inspiration and Menswear Textile Sourcing Guide A/W 21/22



Stone Island promotes its reversible Stretch Wool Nylon jacket for its versatility and insulating capabilities



Workleisure

Retailers leverage coordinated smart separates that speak to WFH while tapping into the success of the [#matchingset](#), a favourite among 2020 knitwear assortments.

- Relaxed and slouchy silhouettes paired with premium boxy tees are key for styling, noted at River Island, COS, Closed and Carhartt WIP
- Casual overshirts are a key item (noted in the [Men's Buyers' Briefing S/S 21](#)), but smarter tops are also important. Complement with elasticated comfort trousers to play into [#smartenup](#) stories
- Watch out for uptrending [#workleisure](#) via The Feed for further inspiration

Key items: loose-fit casual blazer, boxy blouson, shacket, relaxed shirt, elasticated waist trouser and wide-leg trouser

Updates: steer your attention to [#modernsoftseparates](#) for more design inspiration, coordinated fabrics and complementary colours are key, noted in both [A/W 21/22](#) and [S/S 21](#) Men's Buyers' Briefings





Stone Island features its trench coat in Naslan Light Watro material – a light, durable and abrasion-resistant fabric composed of mechanically spun nylon



Woolrich promotes its multifunctional coat designed with performance protection and function in mind, made of lightweight ripstop nylon with built-in windproof and water-resistant capabilities



Light mac

Smartened-up styles are a consistent highlight at retail (also noted in [Men's A/W 20/21 Press Previews](#)), infused with tech-driven features and all-weather performance for S/S 21.

- Performance and tech-driven apparel win, informed by the [#consideredcommute](#) trend. Multifunctional items with [protective elements](#) are a must. Consider all-weather protection properties, quick-dry qualities and lightweight pack-away capabilities
- As part of the ongoing effort towards circularity, Arket and COS utilise sustainably sourced materials across the majority of its seasonal offer

Updates: the elevated mac is noted as a key item in [Men's Design Capsule S/S 21](#) but will gain greater importance beyond this season, informed by the [#stayhomestyle](#) and [#consideredcommute](#) trends

Colours: classic tan is a practical option and key for seasonless styling



Short set

Mid-market retailers continue to leverage coordinated looks, informed by the [#matchingset](#) trend and influenced by prolonged stay-at-home scenarios.

- As home, leisure and work-life continue to blend and present a new normal, versatile items that serve multi-end uses are crucial. [#Matchingset](#) is a casual option yet smart enough for WFH or staycations
- Matching looks were consistently noted in Retail Analysis reports throughout 2020 [Spring](#) and [Summer](#) as well as a highlight in [Press Previews: UK Men & Young Men A/W 20/21](#), so expect this to remain a key sell beyond this season

Markets: essential to all markets

Colours/prints: solid blocked colours are practical drivers while tie-dye is also relevant (especially to the young men's market)

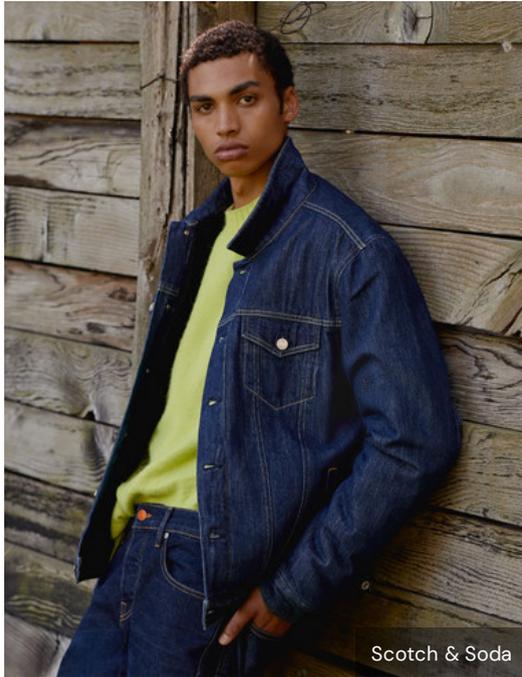


Ben Sherman



Marks & Spencer

Stretch Flex Jeans – 360 stretch and Flexifit™ technology for easy wear and all-day comfort. Also, built-in with Stormwear™ technology, a water-repellent feature



Scotch & Soda



Carhartt



Arket

Boxy trucker

Boxy fits are favoured, with #utility details creating interest for consumers seeking items worthy of WFH and #twomilewear scenarios.

- Retailers blend functional details and boxy comfort silhouettes to drive interest in denim offerings
- Denim by Arket is made from post-consumer materials sourced from its own recycling program in collaboration with I:Collect, a global service provider of used textiles and shoes to be upcycled and reused in making new garments
- Design with eco-conscious priorities and circularity in mind. Look further into our Sustainability & Innovation: Designing the Circular Jean report for guidance

Selling points: clearly illustrate low-impact manufacturing initiatives through garment labels, e-commerce messaging and in-store signage

Statement pockets

Informed by the continued demand for functionality, statement pocket details remain relevant in the commercial market.

- Spearheading the [#allinthedetails](#) trend, retailers continue to use utility references, responding to consumers' interest in practical pieces and functional features
- [#Statementpockets](#) in rigid and clean iterations are a key design aesthetic, lending both function and a bold style statement
- This detail is incorporated into casual and smart looks, informed by the upcoming [#workleisure](#) trend, noted at COS and Closed

Updates: a key detail in the [Menswear Buyers' Briefing S/S 21](#), this story will continue through A/W 21/22 – traditional pocket placement is a practical option while odd placements will amplify the detail on directional styles, noted in our [Buyers' Briefing A/W 21/22](#)



Modular and multifunctional

Consumers continue to seek products that are practical and function-driven, fit for multiple end-uses, while retailers provide renewed importance to in-demand #modulardesign trends.

- Take notice of the 3-in-1 Performance Parka by Closed, a multifunctional, all-weather parka made of three-layer performance twill, promising windproof, water-repellent and breathable protection
- The performance capsule by Mango is setting the tone for #modulardesign trends at a commercial level
- COS champions refined function with the hooded button-up vest, which is lightweight for easy pack-away capability
- Tech-enhanced materials and smart silhouettes are infused, informed by the upcoming #consideredcommute trend

Updates: removable pockets, zip-off hems and three-in-one construction offers multiple end-uses from one single



Three-in-one Performance Parka (in full form) – built with buttoned pockets, drawstring with leather stopper and taped seams



Reversible performance jacket



Detachable padded vest with press studs



Detachable hooded vest – styled on its own or as a layering and functional piece



Detachable hood with drawstring



Windproof, breathable, water-repellent and thermoregulating detachable hood



Lightweight detachable hooded vest with pack away qualities

garment, as noted in our Buyers' Briefing
A/W 21/22: Menswear Key Items report



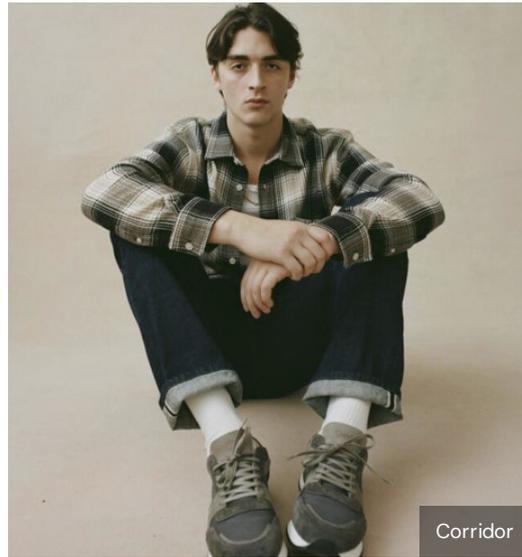
Graphic placement

Minimal slogan graphics are conveyed on core items, playing into the **#abovethekeyboard** dressing trend and the demand for better basics.

- Retailers use considered and rigid text placements, tapping into minimalism and better basics offerings
- Take note of **#collectionessentials** and **#sentenceslogans** for design inspiration

Key items: T-shirts, sweatshirts and hoodies in neutral colour ranges

Updates: thanks to the rise in on-screen communications, neck placement is key for next season, noted in Prints & Graphics A/W 21/22: Application & Technique. Also, take note of our Fast Track: Health & Wellness report for theme-focused designs



Classic plaid shirt

Retailers explore the classic, timeless and versatile flannel plaid shirt.

- Noted in the Buyers' Briefing A/W 21/22: Men's Key Items, this familiar piece offers room for directional and experimental design, segueing into autumn and winter
- Spliced styles are noted as a key item for A/W 21/22 Men's Shirt & Woven Tops. Look to cleaner and more refined styles, as noted at BoohooMAN
- Explore the #spliced trend via The Feed for further inspiration

Selling points: showcase smart layering with clean jackets and ensure it's illustrated through e-commerce imagery and marketing materials

Colours/prints: classic checks, preppy primary colours and seasonal earth tones, as noted in Core Item Updates A/W 21/22



Comfort trousers

As home and work-life merge in one space, comfort is king, spotlighting elasticated waistbands on trouser silhouettes.

- Retailers incorporate stretchable waistlines in both casual and smart offerings
- Drawstring features are utilised on casual sweatpants as well as more athletic silhouettes
- The comfort trouser was consistently noted across retail analysis reports ([Autumn 2020](#)), and Buyers' Briefing reports (S/S 21 [Key Items](#) and [Key Details](#)). Expect this feature to remain applicable for [A/W 21/22](#) and beyond

Updates: elasticated waists are key. Consider drawcord fastenings and cuffed hems, noted in the [Buyers' Briefing A/W 21/22: Men's Key Items](#). Incorporate streamlined pockets and active stretch capabilities

Neutrals

Head-to-toe neutral looks are favoured for their versatility and transseasonal appeal.

- Coordinated sets are key for multi-sell opportunities
- Neutral shades are not only a versatile option but an essential element for transseasonal dressing, so expect this to gain further relevance through A/W 21/22, also important to WGSN's Trend Concepts, Conscious Clarity.
- With consumers becoming more mindful about clothing manufacturing and processes, consider #unbleached as an alternative to promote #sustainability, also noted as a key colour for Autumn and Winter 21/22

Updates: use unbleached for contemporary interpretations, pair with shades of beige and tan for #matchingset looks or incorporate them in technical outerwear, mentioned in Buyers' Briefing A/W 21/22: Menswear Colour & Print



Restorative hues

Retailers continue finding importance in restorative and mindful hues to provide a sense of calm and wellness during this tumultuous time.

- Core shades such as optic white, grey and olive are important for activewear, with complementary pops of sophisticated brights and iridescent trims and seams
- Dusted pinks are relevant for smart-casual silhouettes, playing into WFH wardrobes
- Blend this palette together for tonal pairings, tapping into the [#softmasculinity](#) trend, as noted in [Mindful Pales](#), [Restorative Colour](#) report

Key items: consistently noted within retail analysis reports, [#dustelpastels](#) will remain relevant for cut-and-sew, [#matchingsets](#) and resort shirts

