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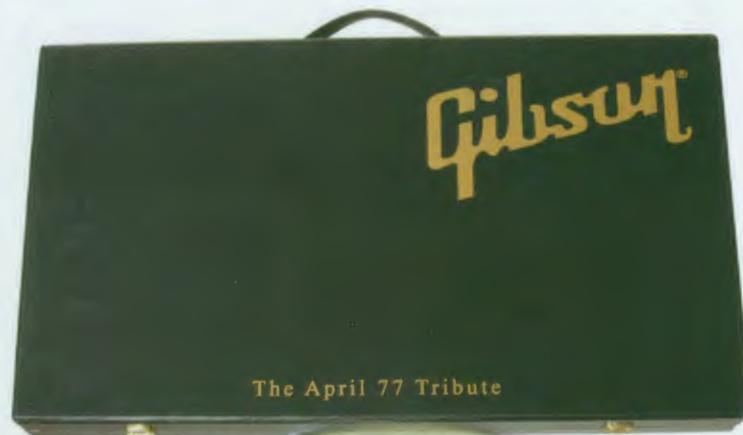
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FashionWorkBook: Stores, Trends, People, Brands
www.wear-magazine.com



APRIL 77'S TRIBUTE GIBSON

April 77 currently launched a special edition pair of April 77 Gibson Jeans which are made in conjunction with the famous old rock 'n' roll brand **Gibson Guitars**. There are only 500 unique pairs of these jeans which come in their own guitar case and they are sold in three different locations: At Colette in Paris, Dover Street Market in London and at Loveless in Tokyo. → www.april77.fr, → www.gibson.com

DKNY KEEPS ON COLLABORATING WITH EBOY

The launch of **DKNY** and the pixel artist group from **eBoy**, who have teamed up to design a pair of sneakers, will continue. The eBoy designers, famous for their pixel art, such as 'eCityscapes', have already designed a limited edition for DKNY for S/S 2007. The 'Hillside'-sneaker shows a pixel cityscape of New York City. The following design for F/W 2007/08 is going to be in eBoy's primary colors of red, blue, yellow and black. The print on the sneaker will be a pixelated eBoy-Logo and a traditional scroll motif, that is reminiscent of architectural details of the historical New York City.

A NEW DESIGNER FOR THE C.P. COMPANY WOMENSWEAR COLLECTION

Carlo Rivetti, the owner of the Sportswear Company, chose **Rohka** to design the **C.P. Company** womenswear collection. **Ian Phin** and **Maria Restrepo**, the two designers behind the Rohka brand, are in charge of the art direction of the collection starting from the F/W 2007/08. The aim is to strengthen the brand identity through the creation of a new style mixing the C.P. Company sportswear soul with the idea of a contemporary urban Prêt-à-Porter. The duo's passion for textile research, their workmanship and their ability to conjugate experience and experiment are the common ground of this partnership.

CONE DENIM'S 'BLACK SEED DENIM'

'Black Seed Denim' is the name of the new **Cone Denim's** fabric line. It is using the noble Pima cotton—also called 'Black Seed' cotton and belongs to the most luxurious denims available today. The brand-new line of very high quality compliments the already well-known Cone Denim's White Oak Collection. 'Black Seed Denim' was first introduced at the Supima Tradeshow in New York this year.

→ www.conedenim.com

G-STAR'S DEBUT AT THE NEW YORK FASHION WEEK, AND THE 'GRAND SEIGNEUR AWARD 2006' GOES TO JOS VAN TILBURG

The winner of this year's 'Grand Seigneur Award', the most prestigious fashion prize in the Netherlands, was the founder and CEO **Jos van Tilburg** from **G-Star**. The jury was unanimous in its selection of the denim label, whose innovative and cutting edge style gives this clothing segment a new and fresh dimension. With more than 4,600 points of sale in over 45 countries, the brand of jeans is available to a wide audience. This year, G-Star is going to open up 60 new stores—mainly in Asian and Eastern European markets. Another triumph for the Dutch label this year is its debut at the New York Fashion Week, where they presented their Men's and Women's F/W 2007/08 collection at the famous Gotham Hall.