BIZCOMMUNITY

6 big trends from SA Menswear Week AW2020

By Meagan Duckitt

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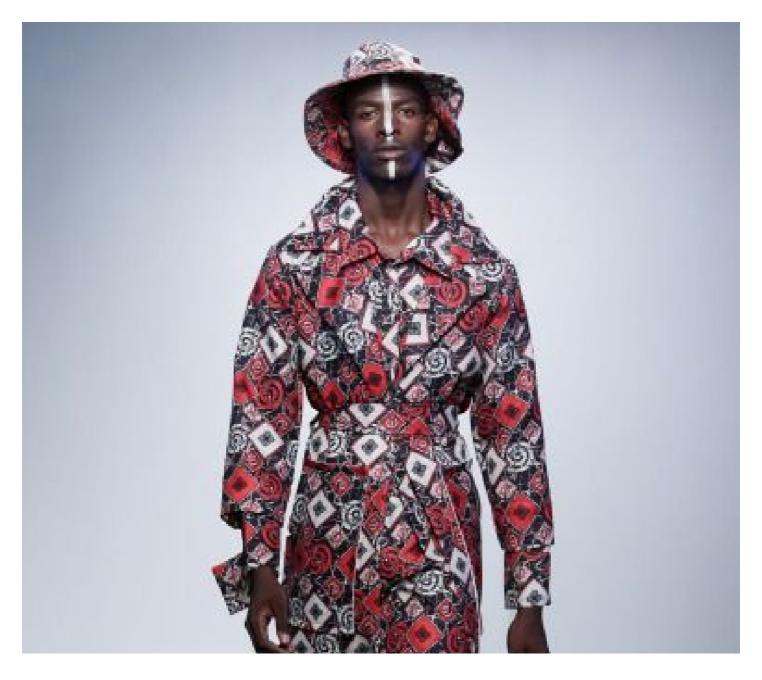
The South African Menswear Week took place on Saturday, 8 February 2020 at the V&A Waterfront. The industrial architecture of the Quay 7 building created the perfect backdrop for fashionistas and socialites to network and showcase their latest 'look-of-the-day' while enjoying the free fashion showcases.

This season's SA Menswear Week centred around colour, graphic details, artistic elements and African prints anchored in silhouettes showcasing masculine vigor.

Here are the top fashion week trends for the season:

All over printed suiting

Suits are given an exciting revamp in graphic, check, tie dye and all over prints as showcased by ByEle, Ixsnay, Neo Serati, Masa Mara and XM Creations.





Masa Mara





XM Creations

Artistical

Brush stroke prints and abstract artist prints give clean silhouettes a grunge edge, as shown by Del Lombard, ByEle and even camouflage prints shown by Ixsnay.



Overalls

Whether in the form of a boiler suit, flight suit or jumpsuit, the overall is here to take root! Variations in silhouette, fabric and colour showcased by Del Lombard, Merwe Mode Tiaan, Lucky Luke and Masa Mara.

Del Lombard



Ву⊟е





Lucky Luke



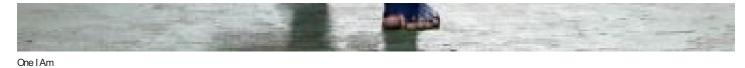


Masa Mara

Soft sets

Soft sets in matchy tops and trousers, whether plain or printed, as shown by Masa Mara, Lucky Luke, Ixsnay, One I am, Throwaway Twenty.









Throw away Twenty

Colour pops

We are loving the greens by ByEle and Neo Serati, yellows by Del Lombard and Ixsnay as well as Orange by Iconic Black and Storey.





Storey

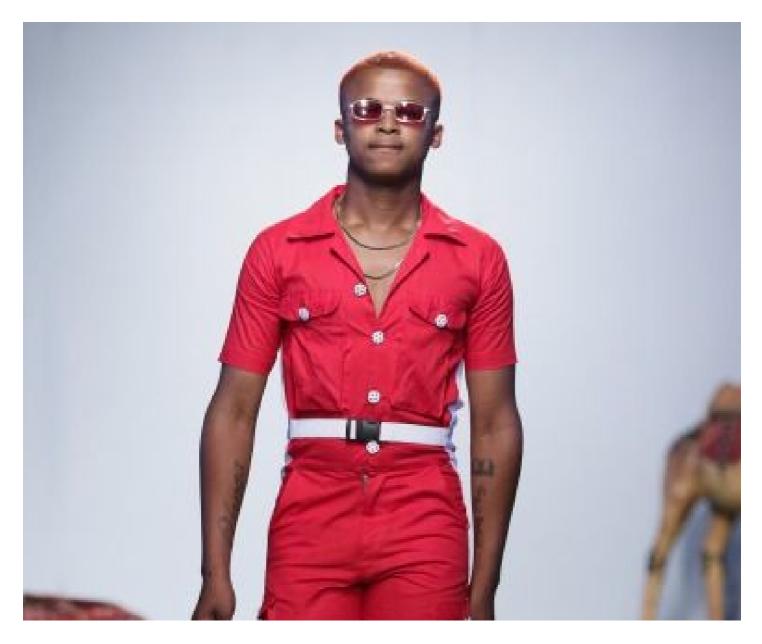




Neo Serati

Waisted

Waistbelts and wrap/karate belts as shown by Ixsnay, Neo Serati, Del Lombard, Masa Mara and Red Thread.





ksnay





Red Thread

Other recurring trends still prevalent are hooded/hoodless, printed/plain capes and cross body bags, as shown by Red Thread as well as Gthingbrand and Richard Hoy respectively. Pleathers are updated with a more directional look in waistcoats and wrap details as showcased by Iconic Black and Lucky Luke.





Richard Hoy





Red Thread

ABOUT MEAGAN DUCKITT

Meagan is a fashion designer, stylist, writer and public speaker. She owns a small clothing business called Calista Clothing and enjoys using her knowledge to empower women. Top trends from SA Menswear Fashion Week - 2 May 2024 9 key trends for SA Menswear Week Spring/Summer 2024 - 10 Oct 2023 Daniel Dujaxco launches first self-titled range - 30 May 2023 10 key trends seen at South African Menswear Week - AW23 - 12 Apr 2023 african Fashion International celebrates 15 years of fashion - 28 Mar 2023

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