

MARCH 2019

boutique.

BUSINESS SENSE FOR FASHION RETAILERS

ISSUE 101



Happy spring

Wedding guest outfits
Lingerie best sellers
Minimising discounting
Inside indie group Iris

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Easy on the eye

Moving away from the discreet styles of past seasons, Ace and Tate's unisex SS19 collection features bold statement sunglasses in striking hues. Choose from classic and trend-led shapes in vibrant shades of poppy, bluebell and golden brown. *EPOA; Tel: 0203 514 2272*



No time to waste

Sustainable menswear brand Naeco creates tailored swimming shorts from recycled plastic waste. The label uses a special polyester that has been manufactured using discarded plastic bottles, creating premium shorts from waste that would have otherwise polluted our oceans. *EPOA; Tel: 0203 858 7460 Naeco.co.uk*



Male order

STEP INTO THE NEW SEASON WITH OUR PICK OF STANDOUT MENSWEAR

Eco movement

Deploying mechanical movements and sustainable materials, Vincent Bernard's new Swiss Made watches range includes interchangeable straps made from recycled plastic bottles, vegetable tanned leather or Nuo wood – a patented material made from thin micro laser etched sheets. *EPOA; Vincentbernard.com*



Cool and conscious

Made from sustainable materials including regenerated nylon salvaged from old fishing nets, Treiron's waterproof hybrid sneakers combine environmental awareness with timeless style and function. *EPOA; Es.treiron.com*



Casual style

Featuring a retro style stripe and soft cosy fabric, the Sowerby sweatshirt by Whale of a Time Clothing is a staple leisure wear piece for stylish men. *£17.91; Tel: 07765 433 196*