



MILESTONE®

- KOLLEKTIONSBERICHT -
Spring/Summer 24 - Textiles





MILESTONE MEN'S SPRING/SUMMER 24 COLLECTION - TEXTILES

COLORS

The new season is marked by natural colors. Light, neutral shades like off-white and putty blend with warm tones such as beige, camel, and medium brown. The major blue hues are blue-gray, medium blue, and navy. Pastel yellow provides for freshness, while burnt orange offers depth and intensity.

Black and mud gray round off the palette.

Off-white and beige are some of the season's trendiest colors. Blue-gray and light green make outfits bright and radiant. Deep, burnt orange is the hottest color of the summer. Along with black, mud gray becomes an all-time favorite.

MATERIALS

Naturalness is the keyword for the new season. In the past, functional and technical materials have dominated our men's collections. This season, the trend is moving back towards more natural materials and looks, such as cotton and blends made with linen.

Lightweight designs are also key this season.

Close attention has not only been paid to the materials, but also to the lightness of jackets, especially longer jackets.

The new collection was made with an innovative new lightweight material crafted from 100% organic cotton with a lightweight coating. This material impresses with its lightweight and silky smooth feel. Meanwhile, the lightweight coating provides the fabric with a shiny and distinguished look. This 100% organic cotton material is therefore perfect for light summer jackets.

Other lightweight materials in the collection include nylon/cotton blends done in a variety of original colors. These materials have a sporty and technical look, while their cotton content (60%) makes them ideal for summer weather.

Our cotton/linen material with a lightweight texture is perfect for semi-lined garments such as overshirts and safari style jackets.

Our textured materials are designed with lightweight seersucker nylon.

Stretch fabric is becoming increasingly important - in great part thanks to its comfort.

The new MILESTONE collection was made with the following high-comfort materials: - Lightweight nylon/stretch with a slightly structured surface - Lightweight nylon/stretch with a shell - Functional 3-layer polyester/stretch material with a shell. This material is waterproof and has a water column of 20,000 mm.

The collection also makes use of lightweight nylon/polyester with a slightly peached surface, a material that impresses with its irresistibly soft and pleasant feel.

The items in Collection 1 come equipped with lightweight 60 or 80g/m² DUPONT SORONA padding. Made with recycled nylon, our polyester/nylon wows with its classy look and lightweight feel. Despite its light weight, this material provides for an extremely comfortable fit, which also makes it perfect for longer garments.

Finally, the collection incorporates a premium nylon material that undergoes a special dyeing process with a subsequent wash, which provides the fabric with a sporty and slightly irregular look.



CUTS

Bomber jackets continue to be some of our bestselling items.

Blazers (quilted and unquilted) are becoming more and more popular. Short coats and trench coats are also on the rise.

Stretch vests, stretch hoodies, and stretch bomber jackets make up the core of our „super light“ jackets.

The new product range is rounded off by field and hybrid jackets, which combine quilting with functional elements.

Jackets with heat-pressed quilted designs are still our absolute bestsellers. In Collection 1, these jackets are lightly padded with DUPONT SORONA or RDS-certified down.

Casual new hooded blazers - both quilted and in fine coated cotton - are currently all the rage, and proving to be dependable substitutes for traditional sports coats.