



**MILESTONE®**

- COLLECTION REPORT -

*Fall/Winter 24/25*





## **BASIC IDEA FOR THE CREATION OF THE COLLECTION**

New looks should appear natural, all the while inspiring, creating excitement, and generating the feeling that what consumers are looking at is a must-have item.

In an age when most closets are already full, consumers are taking longer to make better and more informed decisions.

As a result, customer demands have increased.

The fundamental question we asked ourselves when designing the new collection was: „How can we create more excitement with our new looks?“

- „Down to earth - but by no means back to basics“

Deliberate simplicity is skillfully combined with well-designed functionality and details.

A perfect balance is struck between casual and more formal styles. The collection is defined by a new carefree and lighthearted attitude.

Looks are deconstructed. Original proportions and silhouettes create new effects.

Subtle yet striking details and an interplay of layers provide for surprising, completely new looks.

Luxury is quiet and restrained, yet a defining feature of the new season.

Fall 2024 will be all about less color, few (or no) patterns, no extremes, and balanced silhouettes.

## **COLORS**

Distinctive natural tones rule, such as alabaster, Savannah, tan, and melted chocolate. Monochromatic colors also play a major role, including in looks combining light and dark hues.

Black is back, including all shades of gray and silver.

The collection is also invigorated by warm and trendy colors such as cherry red, pomodoro, and Lego blue.

Purple is not just a mood, but also an alternative to blue.

In general, blends of red and blue reflect the spirit of the times.

Metallic looks in gold and silver provide for the ultimate statement.

## **MATERIALS**

Most of the items are made with luxurious fabrics with a light shimmer.

Featuring countless innovations and unconventional combinations. Examples: curly fur with sequins, shiny velvet, satin with wool. These and more provide for totally new looks.

Dazzling new combinations are created by contrasting fabrics and textures.

Split leather is making a comeback. After several years of „clean“ looks, nubuck, rub-off, dégradé, and washed looks are once again all the rage.

A must-have for every wardrobe for the new season: an oversized biker jacket with a rub-off look.

kommen Nubuks, Rub-Offs, Dégradé und washed Looks stark zurück.

Must Have für jeden Schrank für die neue Saison: Oversize Bikerjacke mit Rub-off look.



## **QUILTING**

Quilted items are no longer the go-to pieces they once were. Instead, the focus is on innovation.

Consumers want new trends, fresh colors, new quilted patterns, and more details.

Elasticated quilting is a new feature. Boxy and horizontal cuts with this quilting provide for new textures and fits.

Distinctive shiny fabrics and fine napa leather set the tone for discreet luxury.

Short quilted jackets and vests in fabric or leather go well with wide-leg pants.

Satin exudes glamour, creates new volume and lightness, and embodies sporty femininity.

An entire selection is dedicated to this trend, which can also be found on casual quilted jackets.

## **FAUX FUR**

Faux fur has reclaimed the pole position.

The deceptively real, light-as-a-feather lambskin look in natural tones gets you excited for the winter.

Time to get cozy. These materials are also soft, plush, and shaggy.

For making a statement: faux fur in trendy colors such as lapis lazuli and pomodoro are „it pieces“ of the new collection.

Milestone innovation: knitted style faux fur done in a mix of materials for a super casual new look.

## **WOOL**

Wool is another extremely trendy material for the new season. As such, it is offered in several different variations:

boiled and double-faced wool are perfect for the mid-season. Especially in bright and trendy colors.

New items include longer double-breasted coats with larger, rising trench coat lapels.

In fact, double-breasted coats and blazers with wider, rising lapels are a must-have for the new season.

The colors are either neutral, or conversely, extremely bright.

Designs include a black and white houndstooth pattern, as well as matching checkers.

An absolute highlight of the new collection: a short, stylish, double-breasted coat with sophisticated lapels, a herringbone pattern, and silver Lurex threads woven into the fabric that shimmer beautifully in the light.

For a cool look: an elegant, lightly padded, silver-gray coat with sequins and a built-in mottled hoodie.



## **LEATHER**

Variations play a key role with leather - from fine, smooth napa to vintage style nubuck.

Hearty shrunken-look napa is combined with elasticated leather inserts in an exciting mix of materials.

New trends are created by washed looks in modern quilting and split, wintry, fine pastel napa leather.

Matte, super clean napa is both futuristic and elegant.

Clean, super lightweight bonded napa leather continues to drive indoor fashion trends.

Genuine lambskin is back for good - on coats and jackets, as warm collar trim, and as a rich, sumptuous detail.

Leather biker jackets are highlighted by scores of shiny metal rivets.

Leather „it piece:“ a shiny, silver, oversized jacket with a split look.

## **SMART ELEGANCE**

Everyday elegance is a trend that is experiencing a revival after the cozy looks of recent years!

In particular, a revisited classic in fabric and leather: the trench coat.

The trench coat, the small vest, and the double-breasted blazer for indoor and outdoor wear.

Large, rising, retro style lapels are setting the tone.

The retro trend is defined by deliberately minimalist garments in fine napa with 1970s flair.

## **MILESTONE GLAM**

Milestone has a reason to celebrate!

In celebration of its 30th anniversary, Milestone is offering a small, separate glam capsule collection - complete with extra labeling - for the most special occasions.

Special events demand stand-out outfits:

festive attire has a major impact on sales. With the pandemic now over, consumers feel a need for glamorous parties - and their corresponding wardrobes.

At Milestone, glam is not just for special occasions: ostentation and extravagance are part of everyday wear.

A world's first, and the highlight of the new collection: black, silver, or multicolored velvet embroidered with all-over sequins combined with casual quilting. A truly dazzling effect for the holiday season.