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Fashion?
I'm in fine
feather



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STRAPPING LADS: THE NEW FACES OF
TIMEKEEPING (AND ONES TO WATCH)



BUCKLE DOWN: THE CHICAGO CROWD
HEADING FOR UNIFORM SUCCESS



LOBE AFFAIR: ACCESSORIES GALORE
FOR THE SEASON AHEAD

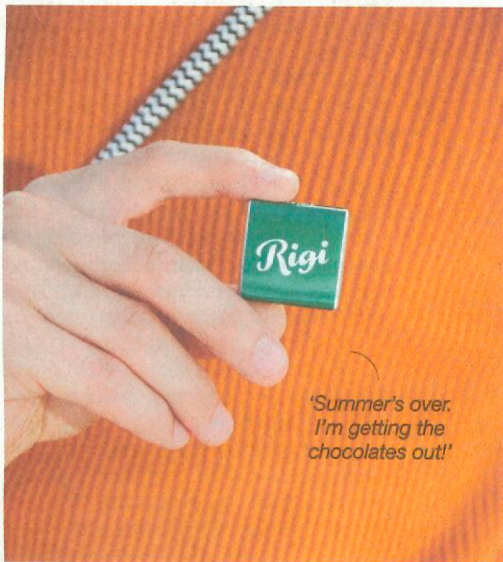


SHOP TALK: THE MARRAKECH
RETAILERS SPICING THINGS UP

"THE KEY QUESTION IS:
WHAT CAN WE OFFER IN
SHOPS THAT YOU CAN'T
GET ONLINE?"

JOSÉ MANUEL ALBESA OF
FRAGRANCE FIRM PUIG

SEE PAGE 18



Propping up your style game *Fashion refresh*

- 1 Hottest new design talents
- 2 Can fashion be sustainable?
- 3 Our picks for men and women

In the fashion world, autumn means resetting. It's now that industry folk begin their whirlwind circuit of womenswear shows. It's also the time when everyone packs away T-shirts and seersucker shorts, and begins stocking up on long coats and layers in interesting materials. Many people mourn the fact that the mercury is beginning to dip and beach holidays are over. But for those of us who like clothes, autumn – and especially September – is prime time.

As we embrace the new season, it's worth reflecting on how the industry is faring. At MONOCLE we're interested in great design talents, of course, but also in the business of fashion. In this newspaper we profile markets that are ripe for opportunity, such as high-end childrenswear and well-made uniforms. We also take a clear, sharp look at the biggest topics. Everyone is talking about sustainability and customisation. We lift the lid on these movements by visiting Grailed, a dynamic player in the booming luxury-resale sector, and at Glent, a technology-savvy bespoke shoemaker from Spain.

It might now be trendy to talk about "buying less but better" but we have always championed designers who create pieces that last. You can see our favourite styles in our outdoor-themed menswear shoot in the Swiss Alps (pictured right) and in our womenswear shoot. Plus: read about slow-fashion thinking in our interview with celebrated designer Marco Zanini, who has just launched his own brand. Dive in.



Brace yourself *Brand revival*

- 1 Jean Patou resurrected
- 2 Guillaume Henry at the helm

How do you go about bringing an historic French brand back from the dead? Guillaume Henry has a few ideas. LVMH has hired Carven's former creative director to resurrect storied fashion house Jean Patou and he's thrown himself at the task – including chopping off part of its name, bringing down the price point and starting the collection again from scratch. Can he succeed?

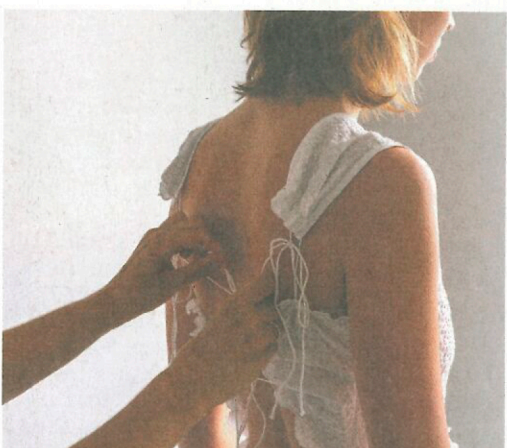
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SMALL GAINS *German scene*

- 1 Tiny towns, big brands

Who would have thought that a quaint Bavarian town would be a hot fashion capital? More than any other country, Germany's retail landscape spreads far beyond its major cities. In towns such as Amberg, Waldkirch and Neumarkt the market is rife with luxury labels such as Odeh and Burberry. Find out how these shops manage to get customers through the doors.

— Full report on page 18



DANE REIGN *Take note, Sweden*

- 1 Denmark's fashionable turn

Sweden has long been crowned queen of Scandi cool but Copenhagen's much-visited fashion week is directing the industry's lens towards Denmark. An array of nascent labels are stepping into the limelight, with international buyers clamouring to discover them; Danish brands are, arguably, more playful than their minimalist neighbours.





FOOTWEAR / SPAIN

Goody two shoes

Our Madrid correspondent finds the perfect fit at Glent, which combines traditional methods with hi-tech service.

WRITER *Liam Aldous* PHOTOGRAPHER *Joseph Fox*

Sitting barefoot inside the Glent shoe shop in Madrid's well-heeled Salamanca district, I'm beginning to regret not getting that pedicure. Thankfully, kind-mannered salesman Yuriy Byehan puts me at ease. "In podiatric terms," he says matter-of-factly, tapping my details into a tablet, "we don't simply sell shoes: we assess, consult and guide customer choices." Glent has a pioneering shoe-customisation system that marries classic footwear styles with cutting-edge technology and redefines the word "bespoke".

"Having the wrong shoe size can cause problems," says Byehan. "Toes can curl, nerves begin to pinch and back pain prevails." He invites me to place my left foot inside a contraption that looks like a leather-encased foot spa. It is, in fact, a specially designed 3D laser scanner, which is seconds away from revealing the naked truth about my feet. More soothing words from Byehan: "A lot of people tend to get their shoe size wrong."

My right foot is duly scanned, a bright plasma screen flashes the word "digitizing", and a few seconds later the results are in. I have a "standard foot",



Left to right: Digital footprint; the shop in Madrid; it's not a foot spa – it's a laser scanner; classic styles

meaning that my pair of neglected paws are "almost symmetrical". I can already hear myself recounting this fun fact at a future dinner party. "Now for the fun part: building your shoe," says Byehan, printing off a clinical report of my length, width and height measurements.

Founded by a small group of Spanish investors in 2014, Glent was conceived from a desire to help Spain's dwindling footwear artisans, according to company director Carlos Baranda. "We wanted to bring them into the new century while preserving centuries of craftsmanship."

While seemingly straightforward, the business model required a couple of years to put into place. "This hadn't been done anywhere else in the world before," says Baranda, who commissioned a Spanish technological institute to develop an algorithm that connects a digital 3D scan with precise measurements for each foot (which can include up to 300 variations). It then converts them into specific instructions so that shoe-makers can get to work up in northern Spain.

Now Baranda is capitalising on the brand's sure-footed customer base by upscaling with a bigger bricks-and-mortar



presence. This September, Glent will inaugurate an outpost around the corner from its flagship. Dubbed Club Glent, the space will have a stronger focus on the in-store experience, including workshops to show urban customers the processes that are often tucked away in the countryside. It will host regular events and shoe-making courses – a clear indication that, despite its confident embrace of digital tools, Glent still believes in the power of a well-conceived retail presence.

It's really about the shoes though. Glent offers 60 models, ranging from loafers to boots, and up to 15 types of



leather sourced from Europe's finest tanneries (there's even ostrich and alligator). When colours, stitching methods, laces, interiors and all-important sole constructions are taken into account, Glent is able to produce thousands of unique shoes. Got a prescription from your podiatrist? No problem: it can be rolled into the data set and carefully applied by the artisan too. "We don't set trends or really see ourselves in the business of fashion," says Baranda. "Our market demands come from each and every client."

Now back to the fun part. Having moved to another screen and been handed a flip-book of samples, I am faced with a paradox of plenty. I opt for a snug loafer and Byehan recommends the Blake button sole. I'm scouring my mental archive of suits back at home to ensure I choose the right leather and colour scheme. "We have seen some very daring choices," says Byehan. "At Glent the customer is always right," he adds – a comment that suggests this system happily obliges all sorts of fashion "wrongs" as well. "Some customers have nearly missed their flights after too much deliberation," he says, sensing my indecision.

I select an Italian leather called *radica* with a navy-and-orange interior lining. "Very good choice, sir."

Back from a visit to one of Glent's workshops in the Basque Country, Baranda describes how the company has invigorated once-repetitive processes. "The energy of the cobblers is more alive because they make unique shoes; this has increased their love towards each shoe." He says this approach is good news for Spain's historic footwear industry. "It's not about having something exclusive but about being able to wear something more authentic."

With the fate of my new loafers now in the hands of a Basque artisan, I'll have to wait around four weeks to strut my stuff. The upside: Glent offers free delivery in Spain and can send shoes anywhere in the world. At first glance, Glent's bespoke approach may seem like a gimmick but it's refreshing to see a retailer take the time to develop something that aims to re-thread the means of production. By staying in step with what every customer who walks through its doors wants, Glent has cobbled together a business model that's a good fit.