

7 big trends from SAMW SS19

By  Meagan Duckitt

12 Jul 2018

Designers showed off their newest spring/summer collections at SA Menswear Week SS19 from 6-7 July 2018 at the Lookout on the V&A Waterfront in Cape Town. The collections showcased an exciting blend of prints varying from African, Greek, abstract and geometric, clashed with stripes and ombre.



#SourceAfrica2018: WGSN forecasts bright, hybrid menswear for spring/summer 2019

Maroefah Smith 28 Jun 2018



Here are seven top trends from SAMW SS19:

All-over/repeat prints

Abstract, geometric, Greek keyhole, ombre, Moroccan, and kilim are all reference to magnificent prints shown by Chulaap, Throwaway Twenty, Atto Tetteh, LCA Man, and Brother John





Chulaap





Throwaway Twenty

Clash prints

African, geometric, abstract create beautiful ensembles, juxtaposed with stripes, checks and ombre as shown by Atto Tetteh, Miles Luthuli, and Hazza.





Miles Luthuli

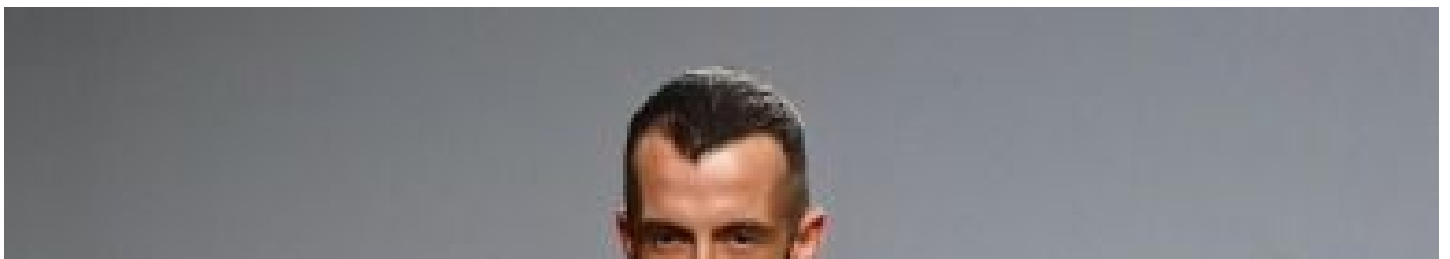




Atto Tetteh

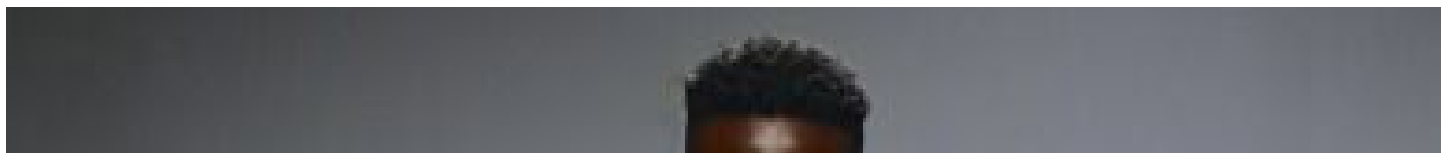
Sports

This year, this recurring trend is shown as layered tracksuits with branded logos as showcased by Rick Dusi, Ellen Madie, and Good Good Good.





Good Good Good





Ellen Macie

Relaxed dressing

Easy-fitting silhouettes and Eastern influences as shown by One I Am, ALC Man, and Chulaap.





One I am





ALCMan

Sheer

Transparency continues from summer 2018 and is displayed in trousers and tops in interest fabrics, chiffons, and meshes as shown by Maxivive and XM Creation.





Maxivive





XMCreation

Stripes

Irregular, parallel, broad and narrow stripes in pastels, brights, monochromes, and kaleidoscope, makes this season exciting, as seen at Ellen Madie, Good Good Good, Atto Tetteh, MXVV, Luthuli, and XM Creation.





Atto Tetteh





Ellen Macie

Placement prints

Varying from photo prints to logos and geometric prints, and interesting asymmetrical placements on blazers, tops, and shirt. These showcased by Red Thread, Atto Tetteh, and Jason Porsche.





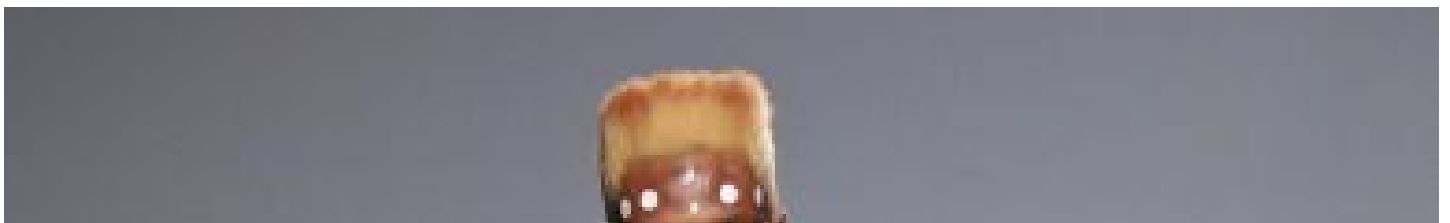
Red Thread





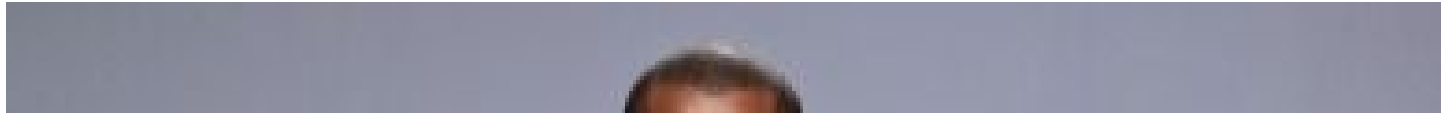
Hazza

Other important elements seen were pastels, sheen, patch pockets, tie details and asymmetry, as shown by MXVV, Tokyo James, XM Creation.





Tokyo James





Jason Porsche

Photography by Kim van Zyl, Dawn Frogson, Larry English, Alec Smith and Simon Deiner (SDR)

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.

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