

Old Khaki SS19 collection rings in a retro summer

Issued by OnPoint PR

5 Oct 2018

The new Old Khaki spring/summer range will be available in stores and online in October. This year it's all about that chilledout, hanging-by-the-beach, vintage LA vibe. Expect a fresh new take on urban-adapted wardrobe staples that can take you from rooftop drinks to a sun-drenched beach mission, or a road trip in a rip-roaring retro car without missing a beat.



Boy, oh boy

Setting the stage for a retro resort mood, key themes throughout the men's range include tropical prints and a fresh summer colour palette underpinned by denim. Think powder blue, lemon, lilac, dusty pink, and sage, bolstered by saturated orange, navy, candy pink and electric yellow. Get ready for lazy, hazy summer days in tropical shirts, swim shorts, powder blue light wash denim, side-stripe and paint splatter denim, as well as bold-striped tees and shirts. Naturally, shorts are also front and centre. Choose your own adventure in colour block, plain and printed swim shorts, board shorts, stretch chino shorts in a range of summer colours and heavy-rip denim shorts.

Go girl!

The SS19 ladieswear range mixes urban casual items with contemporary interpretations of iconic 70s summertime silhouettes. The season begins with a soft ice-cream palette of pinks, peaches, mints and creams and progresses to include bolder shots of grass green, rich blue, red and white. Jumpsuits are back in prints, plains, stripes and textured fabrics that can be dressed up or down throughout the day; and floral dresses and denim shorts are also ready to make a summery splash. To top it all off, this season's ladies' denims offers something for every personality - bold side stripes, feminine embroidery, whimsical washes, enticing culottes, boyish raw edges, daring shorts and on-trend dungarees.

Step it up

The Old Khaki SS19 shoe game is strong. The men's range goes youthful and on-trend with an epic selection of sneakers in textile, canvas, Flyknit, leather, suede and synthetic fabrics. Heading for the shore? Go for a pair of espadrilles, or boat

shoes in canvas or suede. Or how about a classic cork-padded leather thong sandal with a comfort-moulded foot bed? There's also a cool new range of affordable, vegan-friendly smart casual shoes to keep you on point at more formal shindigs.

Ladies, step right up. This season you can chase the horizon in a range of espadrilles in different fashion-forward silhouettes. The easy-wearing sneaker range has also received an update with a variety of options in suede, Flyknit and canvas to suit every occasion. Naturally, sandals will also have their time to shine in multiple silhouettes featuring embossed, metallic and woven leather detailing.

All things considered

Ready to tip your hat to retro nostalgia? This summer, straw textures are seen in many variations on hats and bags. Round bags in leather, rattan and jute add a playful-yet-earthy element to any look and there is also a collection of new and affordable men's and ladies genuine leather watches on offer. The existing range of popular men's underwear gets a tropical print and ditsy nautical update; while Old Khaki ladies can look forward to a jaunty collection of branded bralettes and undies, as well as accent socks that feature stripes, florals, colour blocks and bold texturing.

Hot summer days are made for lazing around the pool or spending hours on the beach, but the nights can get chilly. Cover up on those chilly summer nights with scarves in pretty pastels and beach tones, or a kimono with flattering sleeves. Last but not least, ensure your look is summer-ready with Old Khaki branded towels, new-in sunglasses, embroidery detail caps, sporty tie-back visors for her and a new range of branded peaks for him.

Old Khaki is a relaxed lifestyle brand, comprising of leisurewear, footwear and accessories. Old Khaki is about selecting clothing that allows the individual to express a personal sense of style. Quality apparel that is bold, brave, unrestricted. Shop the collection at <u>www.oldkhaki.co.za</u>.

Lookbook credits

Photographer: Jonathan Kope Hair and makeup: Nandi Kai & Makaira Dullabh Stylist: Gabrielle Kannemeyer Models: Alfonso Lategan – Kult Models Joshua Hillman - 20 Management Alissa Moira – Ice Mhlengi Zondi – Fusion Veda Pols – Boss Willice – Kult

Social media links

Facebook: OldKhaki Twitter: @old_khaki Instagram: @oldkhaki

> ^a Former Miss Soweto Tsakane Sono, unveils home renovation project at Ellen Glen Home in partnership with CTM 30 May 2024

* Absa partners with the Karkloof Country Club in a new 3-year agreement to support the community 7 May 2024

* A feast for vegans At Panarottis 26 Apr 2024

* Sorbet in collaboration with Depilève unveil exciting revolutionary service offering of the V-Facial treatment! 25 Apr 2024

* Fluence Africa Influencer Festival electrifies Johannesburg with unprecedented buzz 25 Apr 2024

OnPoint PR



OnPoint PR is a 21st Century PR Company. We have extensive experience in Public Relations, Media Relations, High Level Marketing, Celebrity Relations, Event Marketing, Media Production, Journalism and Social Media Practice.

Profile | News | Contact | Twitter | Facebook | RSS Feed

For more, visit: https://www.bizcommunity.com