

DAKS MENSWEAR AUTUMN WINTER 2010/11 AVIATION

The Autumn Winter collection draws its inspiration from the world of aviation, and in particular the individuals and organisations that have pioneered its development. The collection looks towards the RAF, famed not only for their development of modern aviation, but also for their standard in dress and presentation.

The overall mood for colour is tonal and sophisticated with a palette of strong winter greys, luxuriant blacks, charcoal, navy and utilitarian blue. Colours reflect the rich RAF aviation history, highlighted by insignia colours of red and bright blue.

The collection can be separated into three distinguishable stories. The first takes inspiration for silhouette, colour and fabrication, from the clothing and uniforms worn by the innovators of modern flight. Looking at military garments with a wealth of historical details that reflect functionality, performance and high quality craftsmanship.

The second story focuses on the formal staples of the DAKS wardrobe. The styles and silhouettes cover both the perennial classic and the more contemporary blocks; ranging from sharp suits to more relaxed sports jackets and blazers. The story mixes details from traditional sartorial pieces with utilitarian aesthetics, whilst maintaining an elegant handwriting.

The third is a modern interpretation of the historical use of the classic British checks and woollen cloths. These are not only represented throughout the history of the DAKS brand, but during the first steps of global aviation, where classic tweeds and British milled cloths were used for warmth and endurance, before the introduction of more technical fabrications. The story includes weighty jackets and coats that will provoke an aristocratic air upon their wearer.

Key pieces in the collection include:

Cashmere trench
Herringbone blouson with fur collar
Slim fit double-breasted suit
Wool Great coat in oversized gun club check
Long cable knit cardigan