

Collection Report EUREX by BRAX Spring/Summer 2024

The latest collection for men's trousers embodies the cultivated casual look that exudes both well-being and appreciation. We have highlighted two key trends that stand out in this collection: SATORIAL & FUNCTIONAL SUMMER

SATORIAL

The use of fine jerseys, luxury denim, stretch linen, flowing cotton prints and fashionable detailing gives this collection a touch of luxury and sophistication. Satorial stands for an elegant and tailored look that combines traditional tailoring with modern style. The Perfect-Cut fit, which perfectly accentuates the male figure - also and especially in large sizes!

The use of high-quality materials underlines the refined character of these trousers. The Satorial trend is complemented by carefully selected accessories such as the Perfect-Belt leather belts with fashionable embossing that complete the overall look.

The use of soft textures is another striking trend in this collection. We have chosen fabrics that provide a comfortable feel while ensuring a stylish look. Tencel ® is the fibre of the season! Fine jerseys and flowing cotton prints are used in the men's trousers to create a loose and relaxed aesthetic. These trousers offer great comfort and flexibility without compromising on elegance. The designs are modern and appealing, with subtle patterns and details that catch the eye. Alongside the timeless classics, putty and new khaki dominate the Satorial look. In the summer of 2024, colour is not to be missed!

FUNCTIONAL SUMMER

This collection of men's trousers focuses on functionality and comfort. A trend that combines these aspects while ensuring a modern and stylish look. By using innovative materials and technologies, such as in our Power Denim with its soft-motion waistband and Highlight+ Coolmax® denim, we have created trousers that meet the demands of the modern man.

The Power Denims are durable and resistant without compromising on freedom of movement. The soft-motion waistband ensures a comfortable fit and an optimal fit. The light & authentic wash with commercial cross-hatch gives the trousers a modern look that can be worn stylishly for both business and leisure.

Our new Highlight Flatfront Denim not only offers a stylish look, but is also equipped with the Coolmax Eco Made® function. This feature allows for optimal thermoregulation and provides extreme lightness, making them an ideal choice for travel and the office.

The Bestformer models with their +/- 1 size philosophy are real bestsellers. Whether as shorts, denim or cotton blend. Customers will no longer want to miss this comfort. The Bestformer finds its origin in the Relax Pants, high-quality jerseys - which stand for the new DNA of EUREX like no other material! In terms of colour, the Functional Summer presents itself in a maritime look. Alongside RED, GREECE is an important eye-catcher.

Press Contact

Leineweber GmbH & Co. KG
Wittekindstraße 16
D-32051 Herford
Tel.: +49 5221-592 288
Fax: +49 5221-592 99 288
Nina.Stackelbeck@brax.com

we love pr GmbH
Bornstraße 12
D-20146 Hamburg
Regina.Tran@welovepr.de
Anna.Pahl@welovepr.de

Sustainability is an important component of this collection, along with lightness. Blue Planet shows our commitment to environmentally friendly fashion. We attach great importance to the use of sustainable materials and production processes.

TO KNOW

Price range structure: € 99.95 continues to form a powerful basis in almost all qualities.

Important cornerstones of the collection are represented at € 109.95 - 119.95. These products offer real added value, whether in terms of functionality or detailing. Linen as an absolute summer theme offers a classy look with real stretch comfort at 129,95 €!

The strong Shorts and Cargo Bermuda range (79,95 € - 89,95 €) is rounded off with new styles and innovative materials at 99,95 €.

Perfect Belts are offered at €39.95 and €49.95, including reversible braids for a hybrid look for the first time.

Delivery dates: Only the Bermuda and the light seasonal themes such as linen will be offered at the March delivery date. The important SNOS articles will be offered in January as well as February. The strong NOS programme will already be available on the floors in January. The matching belts will be offered by February. **STANDING IN BEST SHAPE - With EUREX by BRAX**

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