

Collection Report EUREX by BRAX Q3 Autumn/Winter 2024

"EUREX by Brax is **contemporary wellbeing** par excellence!"

-Comfortable qualities with an aesthetically masculine look

Our focus is on two key trends:

TOUCH OF WINTER SOUL & AUTHENTIC PERFORMANCE

TOUCH OF WINTER SOUL

The current "Touch of Winter Soul" collection embodies a synthesis of sophisticated design and first-class materials that offer an unrivalled grip experience and ultimate comfort. The collection places a special focus on the feeling of well-being and sets new standards in terms of quality and style.

Wool Touch and Cashmere Touch: The collection proudly presents the "Wool Touch", which is reminiscent of first-class flannel qualities. A highlight of this season is undoubtedly the "Cashmere Touch", which puts the collection centre stage with its luxurious feel. The finest Italian cotton structure with a comfortable stretch experience ensures an unrivalled feel.

Diamond emery for volume and warmth: innovation takes centre stage! The introduction of new diamond emery technologies creates volume and a cosy warmth. Lighter qualities are given an autumnal statement by this emery and quickly become popular ready-to-wear favourites.

Winter Lightness: Another central theme of the collection is "Winter Lightness", which creates long-lasting value through high-quality fabrics. New structures, in particular exclusive Tencel blended material mixes, set new standards in terms of look and feel.

Relax Pants: The success story of the Relax Pants continues, supported by Punto Roma jerseys, which impress with their durability and outstanding comfort. The coming season brings completely new flannel-brushed handfeels. This new generation of wool looks is one of the must-haves!

Corduroy and suede: Corduroy remains an important theme for the season, presented in great colour themes and various chino and pleated styles. New ribbed structures with almost fine velvet handles provide a fashionable update. **Man wears belts!** Suede belts with fashionable textured embossing complete every look in a particularly stylish way.

To summarise, "Touch of Winter Soul" is not only an apt term, but also the essence of this collection. Strong qualities form the soul, while sophisticated detailing promises a coordinated look. Eurex by Brax underpins this statement with systematic Seasonal NOS stock availability - proof of the timeless elegance and quality of this collection.

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AUTHENTIC PERFORMANCE

"Authentic Performance" sets new standards in terms of quality, innovation and sustainability. The collection is characterised by a successful combination of proven classics and innovative new features.

Power denim with FLEX comfort: The established power denim with its high level of FLEX comfort remains an undisputed star of the collection. This proven technology guarantees unrestricted freedom of movement and maximum comfort without compromising on the authenticity of the denim look.

Variety of looks: In addition to higher stretch fabrics, the focus is increasingly shifting to less stretchy and pithy looks. This diversity emphasises the versatility of the collection and enables individual styles for every taste.

Dry Indigo and Dry Black: The collection focuses on authenticity and sustainability with Dry Indigo and Dry Black, supplied by the renowned Spanish denim specialist Royo. These options not only stand for an authentic look, but also for a conscious contribution to the conservation of resources.

Blue Planet sustainability initiative: Eurex by Brax is emphasising its commitment to sustainability by further expanding its Blue Planet product range in the coming season. The label aims to promote environmentally friendly materials and sustainable production practices.

Five Pocket Offensive with Style Luka: The Five Pocket Offensive presents itself in a differentiated and expressive way. Inspired by the successful Bestformer flat-front models, Style LUKA clearly distinguishes itself from other models in the five-pocket segment with the USP of a performance waistband solution. Available in corduroy, cotton or as a wool look, this style is offered as Seasonal NOS with stock support.

Perfect fit: In the coming season, our PERFECT CUT trousers will be even more accessible; available in inch sizes! Style Lasse has modern topstitching and extra-large pockets.

"Hello Torge": The flat-front style Torge with the Bestformer waistband 2.0 is a product innovation where Eurex by Brax uses innovative waistband solutions to make less elasticated trouser qualities particularly comfortable to wear. The attached soft-motion waistband does not lack any flexibility.

Creating added value: sporty braided reversible belts are enjoying new popularity. Can be worn in a hybrid look, plain or with fashionable accent colours. **"Authentic Performance" - a collection for strong types - also and above all in large sizes!**

COLOUR CONCEPT

The colour palette of the upcoming trouser collection reflects a carefully curated selection that captures the spirit of the season while embodying timeless style.

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Authentic Darks: The first dominant colour theme presents itself as an authentic journey through a palette of black and various shades of grey. Here, the play of textures merges with subtle accents of deep mulberry and indigo to create a unique visual dynamic.

Soulfood: Draws inspiration from the rich nuances of autumnal nature. The glorious spectrum of autumn is reflected in dark burnt and rich tones that capture the essence of warmth and cosiness. Ecru serves as an eye-catcher here and adds vibrancy to the palette.

Timeless comfort: The extended colour concept focuses on the minimalist and easy to combine. The palette includes tinted neutrals and mineral nuances that serve as core colours. These timeless and versatile colours can be seamlessly integrated into a wide variety of outfits.

Overall, the trouser collection focuses on authenticity, naturalness and versatility with its carefully selected colour palette. The trend colours reflect the harmonious combination of urban sophistication, autumnal warmth and timeless elegance - a statement of contemporary fashion!

TO KNOW

Price point structure:

Strengthening the product range at the €99.95 price point.

Important collection themes are represented at €109.95 (jersey prints and cotton) - €119.95 (especially corduroy and thermo). The products offer real added value, whether in terms of functionality or detailing!

High-quality woollen flannels are available from €129.95 to €149.95.

The Perfect Belts are available at prices of €39.95 and €49.95

Delivery dates:

July heralds the start of the season with a small selection. August and September form the relevant core of deliveries. NOS and jersey qualities have proven to be important season starters. High-seasonal themes such as thermo form the conclusion. Corduroy can also be brought forward a month in the coming season.

ALWAYS IN TOP FORM - with EUREX by BRAX

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