



MILESTONE®

T H E J A C K E T B R A N D

MEN SPRING/SUMMER 2011

Textiles

Milestone, the jacket specialist from Lenting, will focus on a number of elements with the new men's outerwear spring/summer collection.

The new, young **Blue Line** is characterised by a slender fit, coupled with fantastic comfort. Garment-dyed nylons, cotton metallics, mini checks, washed cotton and garment-dyed vintage cotton are used to create a collection with a range of jacket types: from parkas, field jackets and biker jackets to college styles, casual shirt jackets, pea jackets and sports jackets in a new length of 72 cm – virtually all jacket types are represented here. Colour-wise, the emphasis is on strong colours such as red, orange, turquoise and yellow, but natural shades are also used, including beige, olive and brown.

The **Urban Line** focuses on natural looks and uses breathable shape memory fabrics as well as very light, flowing cotton material. The latter comes in vintage looks and garment-dyed or washed styles. High-quality nylons, sporty linen materials and silk are also used. The collection comprises field jackets, bomber jackets, Jacko-style jackets and jackets with in-between lengths as well as linen shirts and linen blazers. The Urban Line is fresh and innovative – thanks, for instance, to a playful use of ribbed bands, cord strings in contrasting colours,



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exciting and new stitching details, embroidery and humorous accents on the jacket linings. Further emphasis is placed on fresh colours: new silver shades, lighter blue shades, beige, khaki and brown. Red, navy and white provide additional colour accents.

These details are the ideal complement to our nautical theme, which is a highlight of the Milestone spring/summer 2011 collection. The small sailing range is brand new – surprising with its whimsical details such as taping, colour combinations and new kinds of labelling.

An **Urban Classic** theme is also part of the collection, created in accordance with the highest quality standards using linen and cotton blends. The result is a refined look with a light surface coating on the outside. The classic style is also reflected in available jacket models. Coats, linen sports jackets, overjackets and bomber jackets are the central focus. Lovingly crafted details such as colourful lining materials, contrasts on the backs of collars and casual breast pocket handkerchiefs for sports jackets add flair. The colour scheme for this range is also classic in style with light-grey shades, navy, beige as well as subtle pastel colour combinations.



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Leather

As in the textile segment, Milestone has three main themes in the leather product line, which convey a sense of lightness and casual style for the new season.

The focus of the Men's collection for spring/summer 2011 is **Nappa leather** – in washed or even garment-washed styles. Some of the leathers are also finished to create a two-tone colour shade resulting in a light, casual look. This relaxed style is also reflected in the use of lambskin leather. Another leather style is dyed without the use of chemicals. Natural dyes give the leather a natural shiny look. This range is characterised by short jacket styles such as bomber jackets, short jackets and biker jackets. Longer jacket styles have also been cropped to 70–74 cm. A range of fashionable details such as sophisticated pockets and different-sized zippers provide highlights. But clean styles are also in fashion and their refined finishes convey a luxurious, casual style. A range of sporty blazers in Nappa leather will set the trend this season; they have been reinterpreted with elements commonly found in the sportswear segment such as patch pockets and innovative stitching techniques, including raw edge stitching. Earthy shades and colours such as cognac, tobacco, chestnut and dark brown define the colour scheme and yellow, orange, medium blue, dark blue and green provide additional colour accents. Thanks to a special finish which breaks up the colour, this look is fresh and also extremely sophisticated.



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Garment-dyed fabric continues to be a hip trend. Due to its success in last season's collection, we have once again included garment-dyed items in the spring/summer 2011 collection. The colour and finish produced by the garment-dyed technique means that the strong colours – such as red, a rich blue, green and yellow – are dissolved, creating a trendy used look with a striking tone. More subtle colours such as beige, earthy shades, cognac, tobacco and dark brown are also employed.

For the **velour-leather** segment, yet another important trend has been incorporated. Milestone's use of light goat velour leather, partially washed or garment-washed, will set trends. Models include blazer styles and sporty jackets with sophisticated pocket details, some of which are equipped with zippers. Classic bomber jackets, shirt jackets and sporty shirt jacket styles, mainly half-lined or unlined, are also part of this range, creating a sense of lightness. Colour-wise, beige and mud tones dominate, but cognac, olive, medium to dark blue and tobacco shades can also be found.