

## GANT launches Holiday 2018 collection



# GANT

The collection originates from the love of learning that is embedded in GANT's DNA. The nuances of the collection, i.e. the innovations, fabric and detailing are all designed for the man who NEVER STOPS LEARNING.

Outerwear play a central role in the collection that is built on traditional pieces, plus stand-out items in bold colors such as a parka in a brilliant shade of red. Knitwear takes inspiration from traditional Fair Isle sweaters. The unique patterns and strong tones create a modern take on a preppy classic. Innovation for the season includes Washable Jackets with high-tech water repellent shells that are perfect for this transitional weather.

Tech Prep™ line continues to weave the GANT heritage, richness and the royal oxford look into its collection.

The Classic GANT Check Shirt continues to be the highlight of the season. Blended with the winter twill, a heavyweight twill cotton, these shirts are perfect to keep you warm during the chilly season.

### **The key offerings this season are:**

- Outerwear
- Washable Jackets
  - Washable Elliot Blazer
- Tech Prep™
  - Shirts
  - Bottom-wear
- Classic Check Shirts

The Holiday 2018 collection will be available in stores and online from October 2018.