

GANT launches Fall 2018 collection



GANT



Created for the curious and active consumer, the Fall18 collection presents iconic garments with classic silhouettes, as well as innovative pieces with advanced technical features. Inspired by Togetherness, the collection includes pieces suitable for all gatherings, from a family get-together at home to a sophisticated holiday party.

In line with the GANT philosophy of Never Stop Learning, the collection includes some exciting new pieces such as Tech Prep™ shirts, polos and the Le Mans collection (*capsule collection designed by GANT for renowned car race: Le Mans*). The season's innovation also focuses on a small capsule collection of Biodegradable shirts. Outerwear pieces also play a central role in the collection.

Menswear builds 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. The palette also contains natural shades of brown and beige, as well as darker tones of gray and navy. Cheerful red and green brighten things up as the season cools down.

The key offerings this season are:

- Tech Prep™ Polo
- Tech Prep™ Shirts
- Biodegradable Shirts
- Le Mans collection
- Solid
 - Polo
 - Shirts
 - Henley
- Bottom-wear

The Fall 2018 collection will be available in stores and online from August 2018.