

SPRING/SUMMER 2020 TIMEZONE MEN'S COLLECTION

It's your time



The upcoming TIMEZONE Spring/Summer 2020 Women's Collection is the embodiment of casual. The relaxed styles are the perfect basics for everyday urban life. They are intended to be perfect everyday pieces that outlive both season and trend. Summery cargo pants, shorts and chinos in tropical prints take center stage. TIMEZONE is unleashing its creativity and breaking new ground in print techniques. Development-intensive finishing methods have been implemented to produce unmistakable looks.

The urban city lifestyle serves as inspiration for the New Vintage range in the first season launch. It features easy-to-wear classics with lots of garment-washed cotton and non-stretch styles.

The sleek military look from the second season launch is perfect for spectacular road trips. Red, olive, yellow, off-white and brown tones accentuate this impressive style in terms of color palette. Casual cargo pants are making their debut in the collection.

The Summer Vibes range in the third season launch boasts a bold color concept. Royal blue combined with green, orange and beige tones adds a very refreshing touch. Tropical prints and hand-scribbled patterns dominate amongst the prints. The fabrics are wonderfully light and airy. "The men's collection is clearly defined by one all-important idea, which is as simple as it is brilliant: Do small things with great love!" says Klaus Hämmerle, Head of Design at TIMEZONE. Elaborate details and small add-ons such as tapes, buttons, studs and zips underline the individuality of every piece and add a fresh touch.

Pants

The pants collection, the heart of the brand, is characterized by its wide range of fits and covers casual cargo pants, elegant chinos and summery shorts as well as current trends.

Almost all **jeans** include a percentage of stretch between 7.5 and 12 oz. The materials "soft super stretch" and "comfort loop denim" promise exceptional comfort. Alongside classic *mid blue* and *indigo* garment washes, a stylish *rigid denim* fabric makes up an additional fashionable highlight.

Meanwhile, cotton forms the perfect basis for all **non-denim** styles and is a perfect material for summer. The collection includes sporty jogger shorts as well as elegant dyed models with glencheck patterns and pinstripes. Sporty satin models are a great choice for everyone who likes things a little bolder. The collection is rounded off by a wide range of summer poplins with distinctive all-over prints in Hawaiian and camouflage styles.

Tops

A range of T-shirts, long and short sleeve shirts, sweatshirts and jackets offers the perfect counterpart to the TIMEZONE pants range. The broad selection of bright, summery colors and patterns will put you in the mood for summer.

The **T-shirts** will primarily be available in lightweight, smooth jersey and a slub jersey made of 100% cotton. A percentage of stretch is included in the piqué fabrics to achieve a great body-shaping effect. The selection of basic fits with round necklines and sporty long sleeve tops with prints is complemented by a diverse range of polo shirt fits.

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The **shirts** boast great fabric quality with very lightweight cotton fabrics. Classic checked fabrics with effect weaves or overdyed jacquards are stylish examples of the materials used. All-over prints stand out thanks to the “double print effect”. This innovative idea involves a washed slub yarn hem area that is colored multiple times for an extra-effective contrast. The long sleeve shirt range includes fashionable safari and military looks as well as elegant art deco prints.

The **sweatshirts** and **jackets** are made of soft cotton or polycotton. The surface brushing effect adds to the cool print motifs on the hoodies and basic zip-neck sweaters: a functional-style nylon tech jacket, a soft jacket with a palm motif, a summer sweatshirt with a vintage print and a basic zip-up jacket are just a few highlights worth a special mention.

Orders can be placed from July to the end of August. The three delivery dates for the collection are December, February and March.

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