

MCM aims to move millennial travelers with sustainable collection

By **Mary Jane Pittilla** on June, 15 2016 | Industry News



MCM has unveiled a new collaboration with rising British designer Christopher Raeburn as part the German luxury brand's 40th anniversary celebrations.

The Spring/Summer 2017 capsule collection of unisex apparel and accessories targets millennial travelers. A presentation attended by celebrities and VIP guests was held in London on June 11 during the London Collections Men fashion showcase.

Themed around the concept of Made to Move, the MCM X Christopher Raeburn collection aims to redefine modern travel for global nomads through the use of innovative design, technical fabrics and sustainable materials. Drawing on his signature "Re-Made" style, Raeburn reimagined MCM's signature Cognac Visetos canvas and other classics for today's millennial travelers.

The collection features classic pieces such as trench coats, parkas, bombers, and riding jackets, providing travel essentials with a mix-and-match twist. T-shirts, sweatshirts, and pants are available

in three new prints: Splinter Camo, a fresh take on camouflage; Sonic Wave, an interpretation of the MCM logo in sound waves; and Quilted M, a graphic and abstract interlocking pattern.



In honor of Munich, the birthplace of the MCM brand, Raeburn reinterpreted the colors of the Bavarian flag and executed the collection in a youthful palette of dove grey, crisp blue, and lemon yellow.

Accessories include modular three-in-one bags that can be customized. Taken from MCM's signature backpack and inspired by military repurposing, they are designed to serve multiple purposes for numerous occasions. The core day bag features a carry-on handle that can be zipped together on a yoke system and worn as a backpack.

In addition to the 25-piece collection, the show also featured Spring/Summer 2017 MCM accessories, such as bags, sneakers and sunglasses.

The collection also incorporates new materials such as Schoeller four-way stretch, which is scratch-resistant, and water- and dirt-repellent. Other sustainable fabrics include Ecoalf Nylon, made of recycled bottles. All fabrics in the collection meet the criteria of the bluesign system for sustainable textile production.

Commenting on the collection's inclusiveness, MCM's Chief Visionary Officer Sung-Joo Kim said: "This collection represents a new direction for MCM as a new-school luxury brand. The collection transcends seasons and genders - anybody can wear it."

The 25-piece collection will be available in MCM boutiques, online and in selected multi-brand stores from January 2017.