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S/S 18/19

COTTON:ON





TREND

- WIDE RANGE OF BASICS
- CASUAL /DAILY WEAR
- SIMPLE AND CLASSIC DESIGNS TREND
- ON TREND RANGE

THEME

- HIP HOP / RAP INFLUENCES
- 2000'S STREETWEAR: SLIM AND TAPERED

COLOUR

- BASICS: BLACK, WHITE, GREY, OLIVE, NAVY
- ON TREND RANGE: BRIGHTER FEATURING YELLOW AND ORANGE

GRAPHIC

- MINIMAL USE OF BRAND LOGO
- SCREENPRINTING - GRAPHICS
- EMBOSSING

MATERIAL

- COTTON
- POLYESTER
- ELASTANE
- FIBRE BLENDS (POLY/NYLON, NYLON / & ELASTANE)

SILHOUETTE

- REGULAR FIT
- TAPERED WITH CUFFS AND WAISTBANDS
- RELAXED LOOK ACHIEVED BY SLOUCHY FINISH
- DROPPED PANTS
- ELBOW-LENGTH SLEEVES



DIRECT COMPETITOR

TREND

- COMFORTABLE ESSENTIALS
- CASUAL /DAILY WEAR
- CLOSET STAPLES
- SIMPLE AND CLASSIC DESIGNS TREND

THEME

- BAGGY GRUNGE FIT
- 1980S CASUAL AND BASIC VIBES

COLOUR

- NEUTRALS AND BASICS
- BLACK, WHITE, GREY, OLIVE, NAVY

GRAPHIC

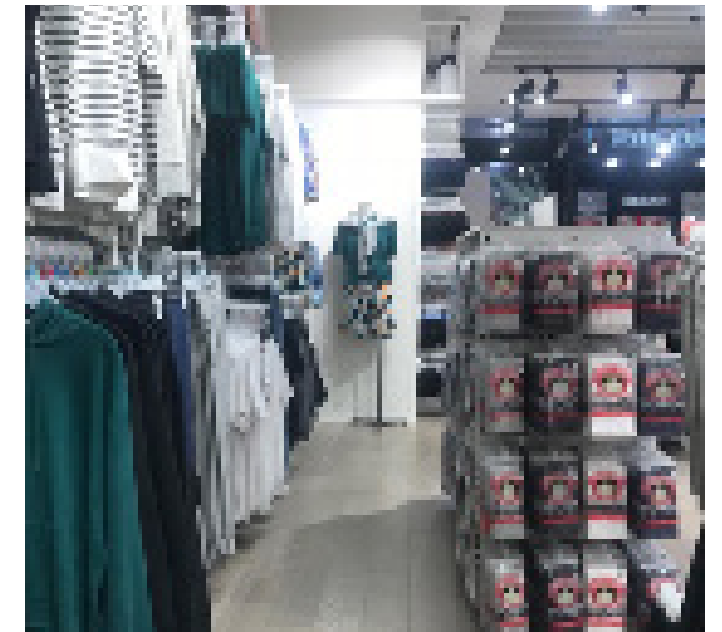
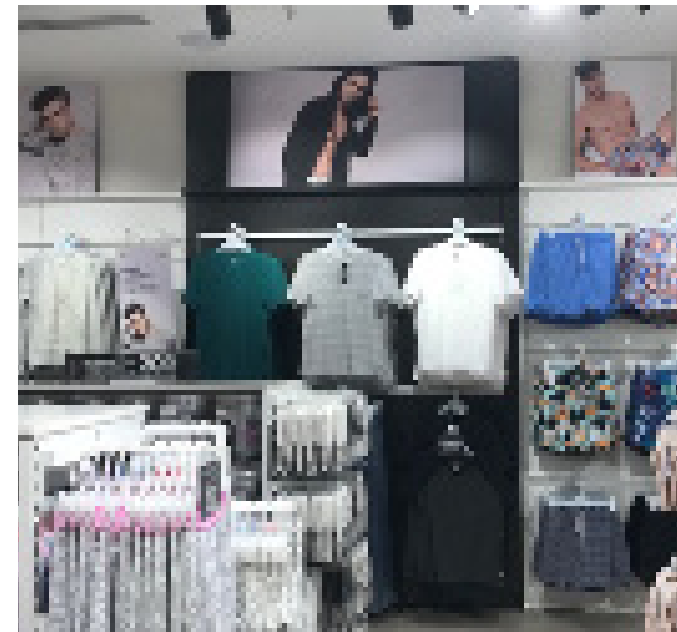
- GENEROUS USE OF BRAND LOGO
- SCREENPRINTED

MATERIAL

- COTTON
- POLYESTER
- ELASTANE
- FIBRE BLENDS

SILHOUETTE

- REGULAR FIT
- TAPERED WITH CUFFS AND WAISTBANDS
- RELAXED LOOK ACHIEVED BY SLOUCHY FINISH
- DROPPED PANTS
- ELBOW-LENGTH SLEEVES



DIRECT COMPETITOR

TREND

- COMFORTABLE ESSENTIALS
- CASUAL /DAILY WEAR
- ATHLETIC STAPLES
- INNOVATIVE PATTERNS

THEME

- RETRO
- TECHWEAR

COLOUR

- NEUTRALS AND BASICS
- BLACK, WHITE, GREY, OLIVE, NAVY
- VIBRANT & LOUD HIGHLIGHT COLOURS

GRAPHIC

- GENEROUS & BOLD USE OF BRAND LOGO
- PRINTS AND EMBOSSEMENTS
- HEAVY BRANDING

MATERIAL

- COTTON, POLYESTER, ELASTANE
- GORETEX
- NYLON

SILHOUETTE

- REGULAR FIT
- TAPERED WITH CUFFS AND WAISTBANDS



DIRECT COMPETITOR

TREND

- SPORTY DESIGNS
- SIMPLY MASCULINE
- CASUAL /DAILY WEAR
- ATHLETIC WEAR
- SIMPLE SPORTY DESIGNS

THEME

- POWERACTIVE
- TOMMY HILFIGER INSPIRED FOOTBALL HOOLIGAN INFLUENCE

COLOUR

- MIXTURE OF PRIMARY COLOURS
- BLACK, WHITE, GREY, OLIVE, NAVY
- COLOUR BLOCKING USED

GRAPHIC

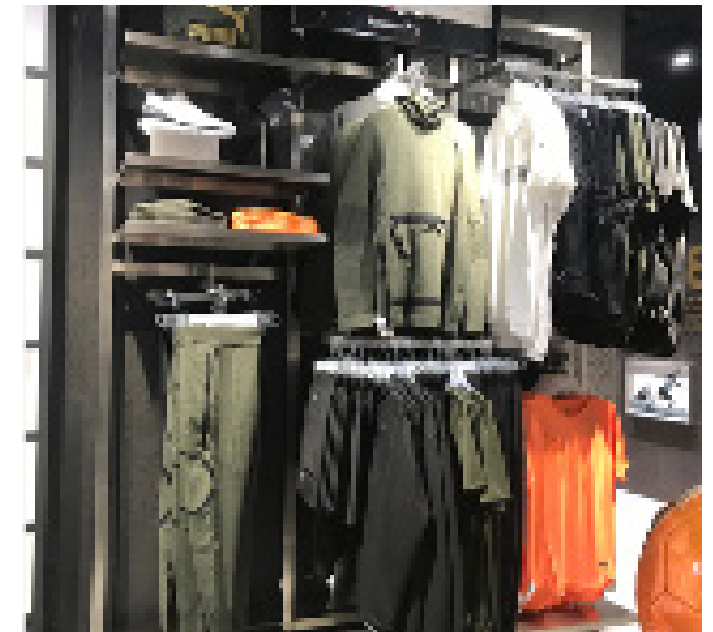
- HEAVY USE OF BRAND LOGO
- LESSER USE OF PATTERNS THAN COMPETITORS

MATERIAL

- POLYELASTANE
- DRYRELEASE® COTTON
- NYLON

SILHOUETTE

- SLIM & BOXY FITS



INDIRECT COMPETITOR

TREND

- STREETWEAR
- CASUAL
- CLASSIC
- POP CULTURE

THEME

- BAGGY/OVERSIZED STREETWEAR
- 1980S + 90S COLOUR BLOCKING
- RALPH LAUREN
- EARLY 2000'S SKATE / SURF STYLE

COLOUR

- NEUTRALS AND BASICS
- BRIGHT & BOLD
- COLOUR BLOCKING
- CONTRASTING

GRAPHIC

- HEAVY USE OF PRINTS & GRAPHICS
- NO H&M BRANDING
- EMBROIDERED LOGOS

MATERIAL

- COTTON
- POLYESTE
- ELASTANE

SILHOUETTE

- RIGID SILHOUETTES
- OVERSIZED TOPS
- SLIM & TAPERED BOTTOMS
- BOXY/WIDE FITTING TOPS AND TEES



INDIRECT COMPETITOR

TREND

- TRAINING & ATHLETICS
- FOOTBALL
- COMFORT ITEMS

THEME

- FOOTBALL HERITAGE
- 70'S & 80'S VINTAGE ADIDAS
- CLASSIC 3 STRIPES

COLOUR

- KEY COLOURS: BLUE, BLACK , GREY & RED
- REPTITION OF COLOUR BLOCKING
- COLOUR COORDINATION

GRAPHIC

- SIMPLE LOGO DESIGN
- 3 STRIPES FEATURE PROMINENT THROUGH OUT ENTIRE PRODUCT RANGE

MATERIAL

- COTTON, POLYESTE, ELASTANE
- 100% RECYCLED PAPER

SILHOUETTE

- REGULAR FIT
- TAPERED PANTS WITH CUFFS AND WAISTBANDS
- OVERSIZED AND WIDE FIT JACKETS



INDIRECT COMPETITOR

TREND

- CASUAL SPORTS
- ATHLEISURE

THEME

- BASKETBALL
- CASUAL

COLOUR

- MONOCHROME
- CONTRASTING PRIMARY COLOURS
- NAVY

GRAPHIC

- SIMPLE SLOGANS & BRANDING
- CAMOFLAGE PRINT

MATERIAL

- COTTON
- POLYESTE
- ELASTANE

SILHOUETTE

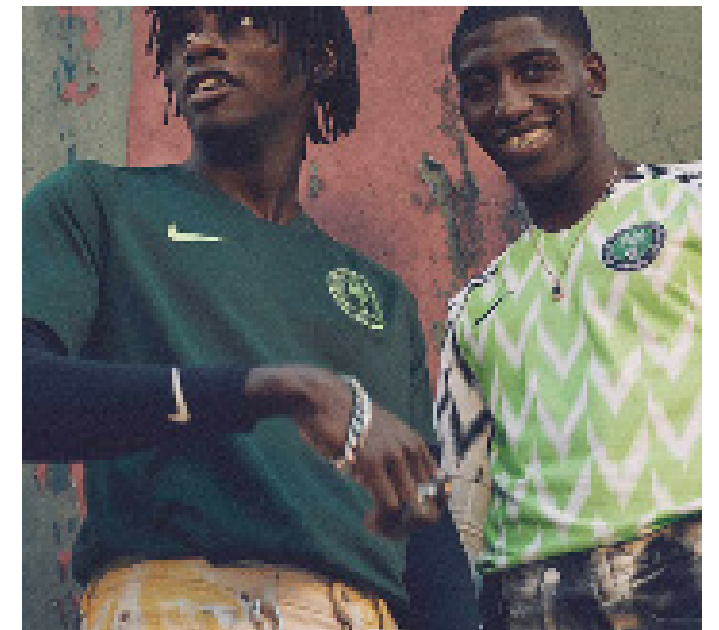
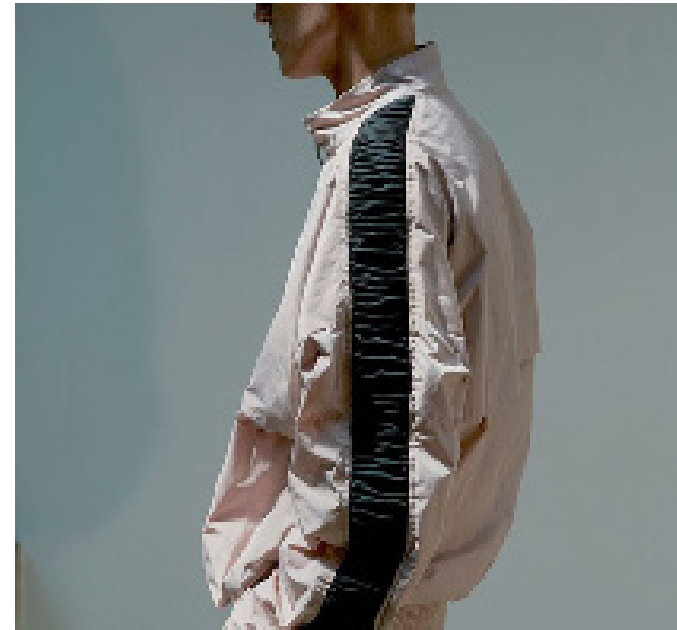
- BOXY/SQUARE FIT
- CARROT/TAPERED FIT
- STRAIGHT LEG PANTS AND SHORTS





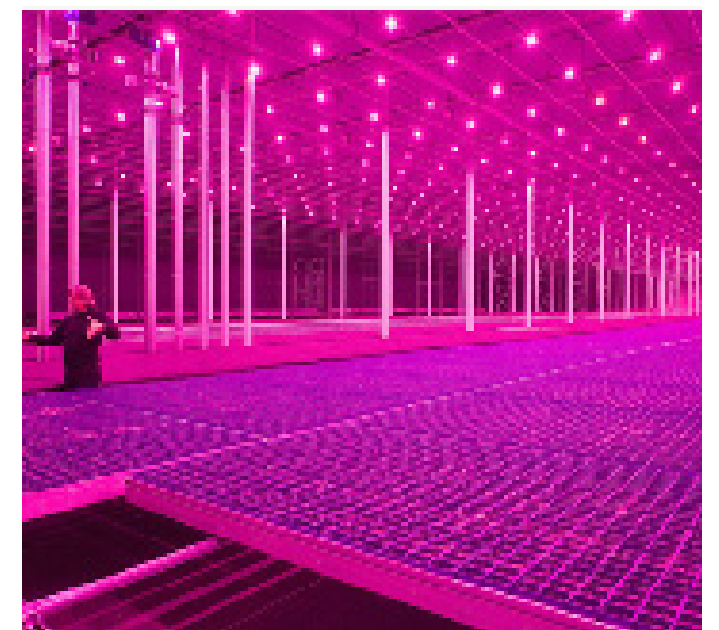
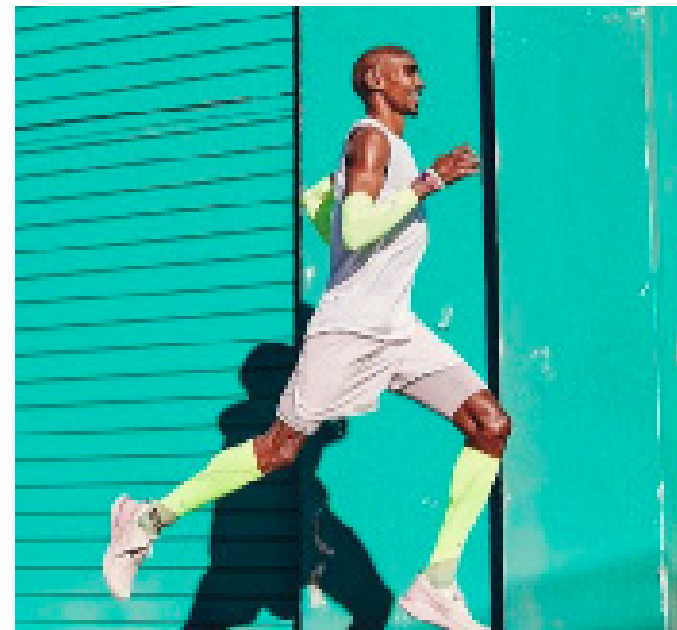
THEMES & TRENDS:

- SEASONAL TRENDS
- CODE CREATE
- EMPOWER UP
- DESIGNING EMOTION
- SOCCER UNITED
- FASHIONABLE SPORTS



COLOURS & GRAPHICS

- MATTE
- VIBRANT (INSPIRED BY S/S 20'S SOCCER UNITED TREND)
- BLACK/DARK GREYS
- ACTIVATED DARKS
- CONTRAST
- NON TYPICAL SPRING / SUMMER COLOURS



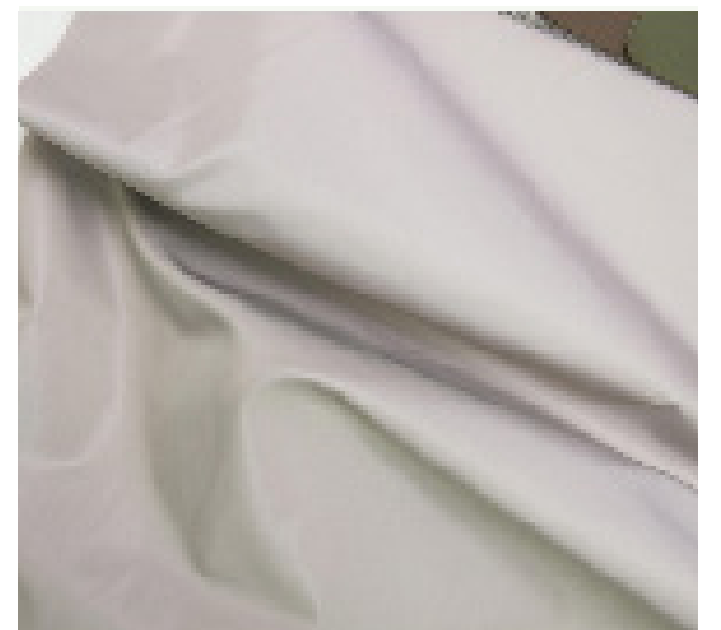
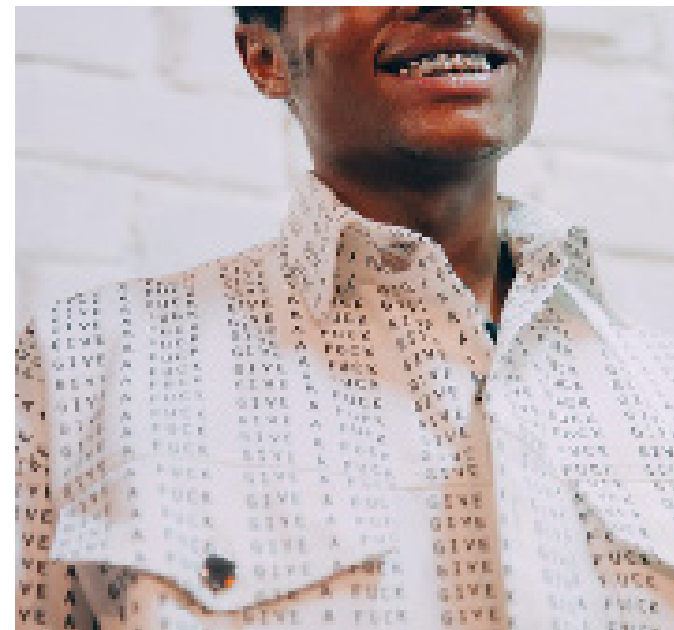
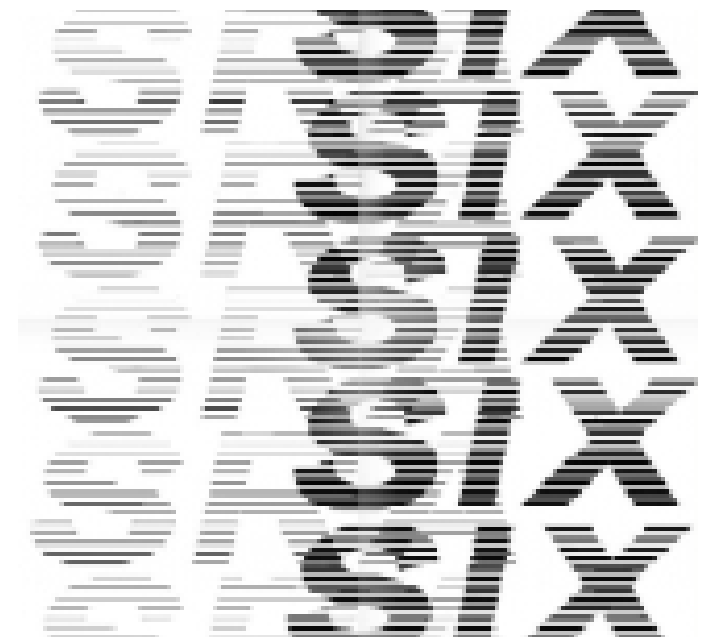
GRAPHICS & MATERIALS

GRAPHICS:

- GLOBAL INSPIRED PRINTS (INSPIRED BY S/S 20'S SOCCER UNITED TREND)
- UNTRADITIONAL CAMO
- OMBRE
- DECODED
- LINEAR GRADATIONS
- SMALL SCALE REPEATS
- VERTICAL LINES
- HORIZTONAL LINES

MATERIALS:

- TECH AND ETHICAL MATERIALS THAT LAST LONGER
- ANTI ODOUR
- ANTI BACTERIAL
- UV SHIELD
- SUPER LIGHTWEIGHT
- MESH (VENTILATION)
- FLEECE JERSEY (OLD SCHOOL AESTHETIC)
- WOVEN/RECYCLED
- GRAPHENE OR CERAMIC COATINGS
- WATER/WIND PROOF



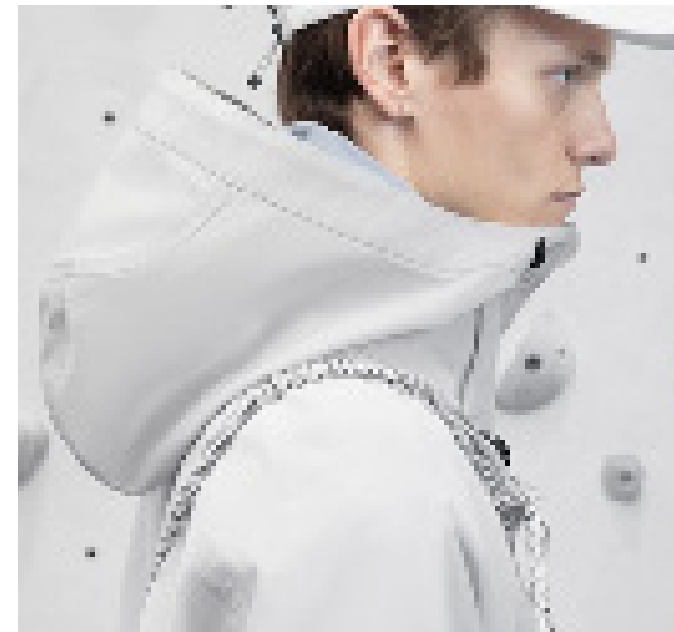
SILHOUETTE & MORE

SILHOUETTE:

- LONG LINE
- CURVED HEM
- SLIM FIT
- LONG LENGTH
- SQUARE
- STRAIGHT CUT

OTHER:

- FUNCTIONAL/INTEGRATED POCKETS
- STRETCH WAISTBAND
- ZIP OFF LEGS
- ADJUSTABLE ANKLE ELASTICS
- VELCRO FASTENERS
- DETACHABLE HOOD





GET AHEAD OF TIME THIS SEASON WITH COTTON ON'S ACTION POINT RANGE.

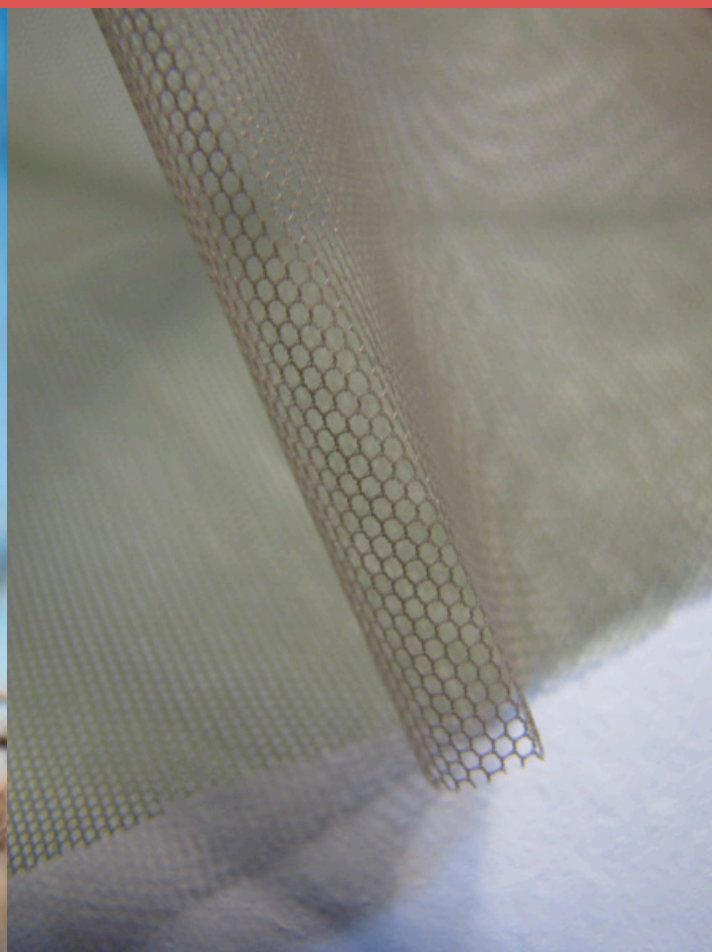
WITH OUR HARDCORE FUNCTIONAL AND TECHNICAL GARMENTS, YOU'LL EVOLVE INTO THE MOST MULTIDISCIPLINARY AND FITNESS FORWARD CONSUMER. STRONG, POWERFUL AND GRITTY.

LINEAR SILHOUETTES WITH ACTIVATED DARKS CONTRASTED WITH VIBRANT COLOURS WILL TRANSFER A FUTURISTIC AESTHETIC. SO GET ON THE ACTION POINT NOW!

RANGE ADAPTATION:



RANGE ADAPTATION:



COLOUR

FUTURISTIC

URBAN JUNGLE INSPIRED

GRAPHICS

SHARP AND BOLD

INFLUENCED BY SOCCER

CRESTS / BADGES

LINEAR / STRIPED BASED

TEXT

MATERIALS

COMFORTABLE

BREATHABLE

FUNCTIONAL

SILHOUETTE

BOXY & OVERSIZED

NON FORM FITTING

COMFORTABLE & RELAXED

THEMES & TRENDS

BRIDGING THE GAP

BETWEEN TECHWEAR &

ATHLETIC





MENSWEAR S/S 18-19

COTTON:ON

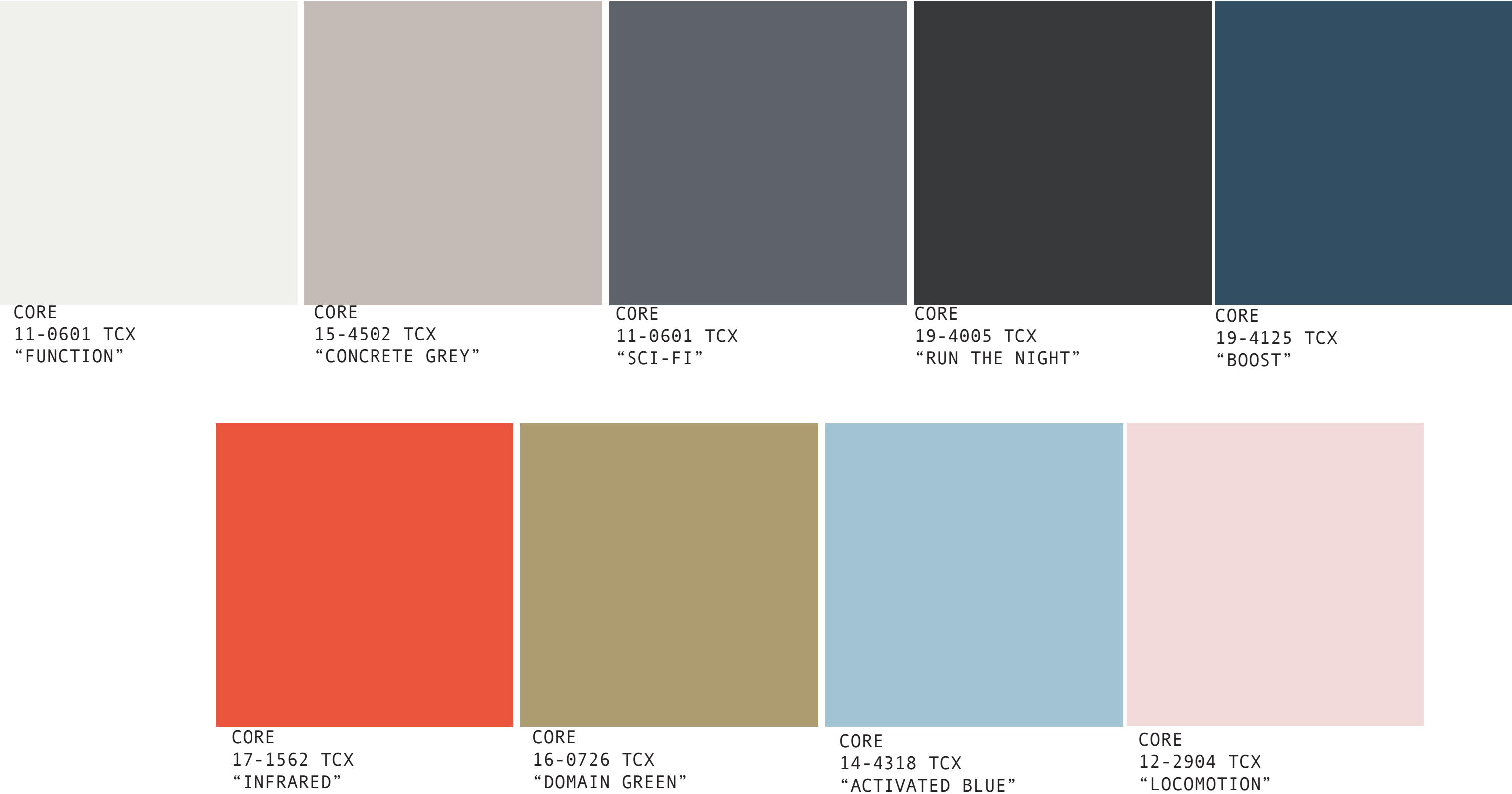


ACTION POINT

COLOUR PALETTE, GRAPHICS APPLICATION & FABRIC



COLOUR PALETTE:



GRAPHICS APPLICATION:



“ACTION POINT CAMO 001”



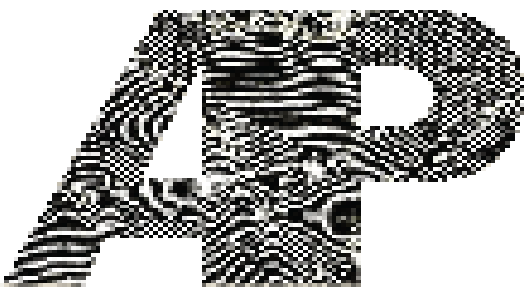
“ACTION POINT CAMO 002”



“ACTION POINT CAMO 003”



“ACTION POINT STRIPE LOGO GRAPHIC”

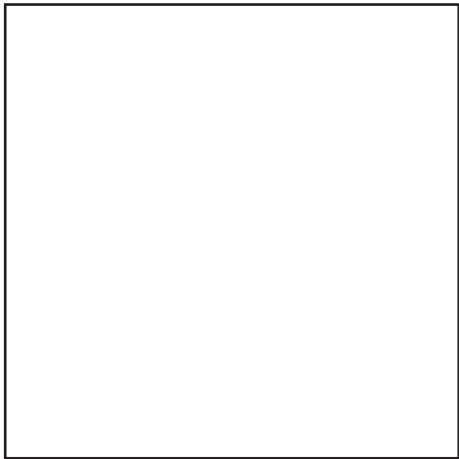


action point

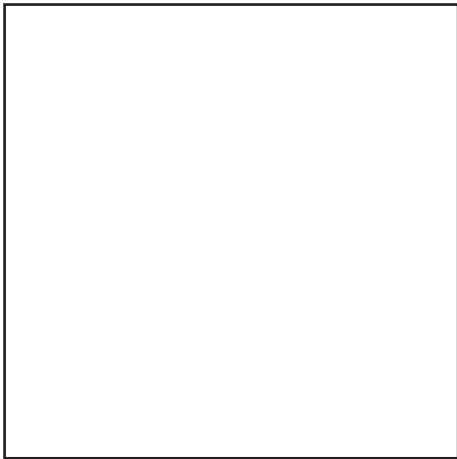


“ACTION POINT BASIC LOGO”

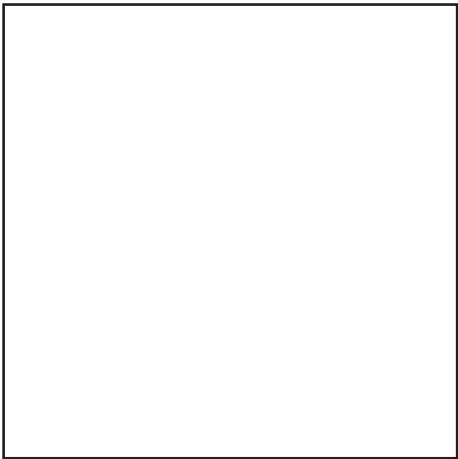
FABRICS:



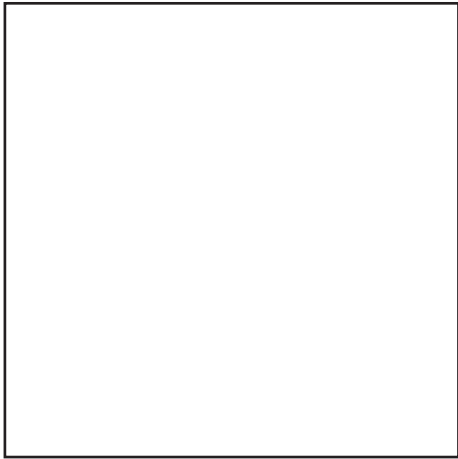
FABRIC NAME:SINGLE JERSEY
CONSTRUCTION:SINGLE KNIT,
WEFT KNIT
FIBRE CONTENT: 95% COTTON /
5% ELASTANE



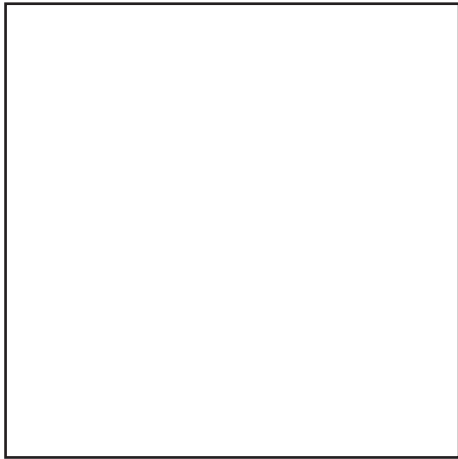
FABRIC NAME:1 X 1 RIB
CONSTRUCTION: WEFT KNITTED
FIBRE CONTENT: 95% COTTON /
5% ELASTANE



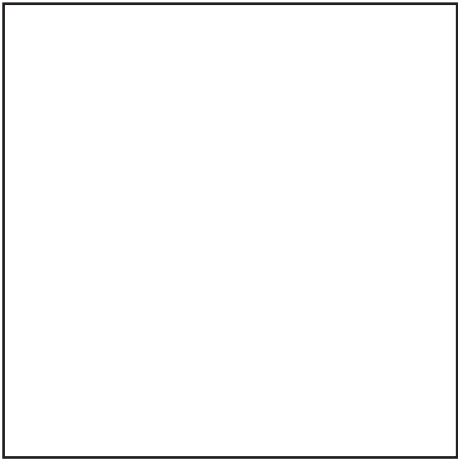
FABRIC NAME:FAILLE
CONSTRUCTION:PLAIN WEAVE
FIBRE CONTENT: 90% POLYESTER
/ 10% COTTON



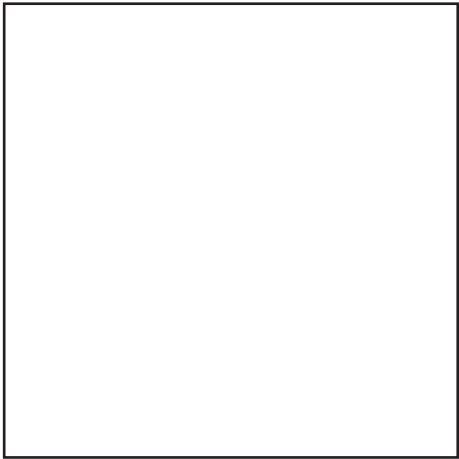
FABRIC NAME:FRENCH TERRY
CONSTRUCTION:KNIT TERRY CLOTH
FIBRE CONTENT: 65% COTTON /
5% ELASTANE



FABRIC NAME:TAFFETA
CONSTRUCTION:UNBALANCED PLAIN
WEAVE
FIBRE CONTENT: 100% POLYMITE



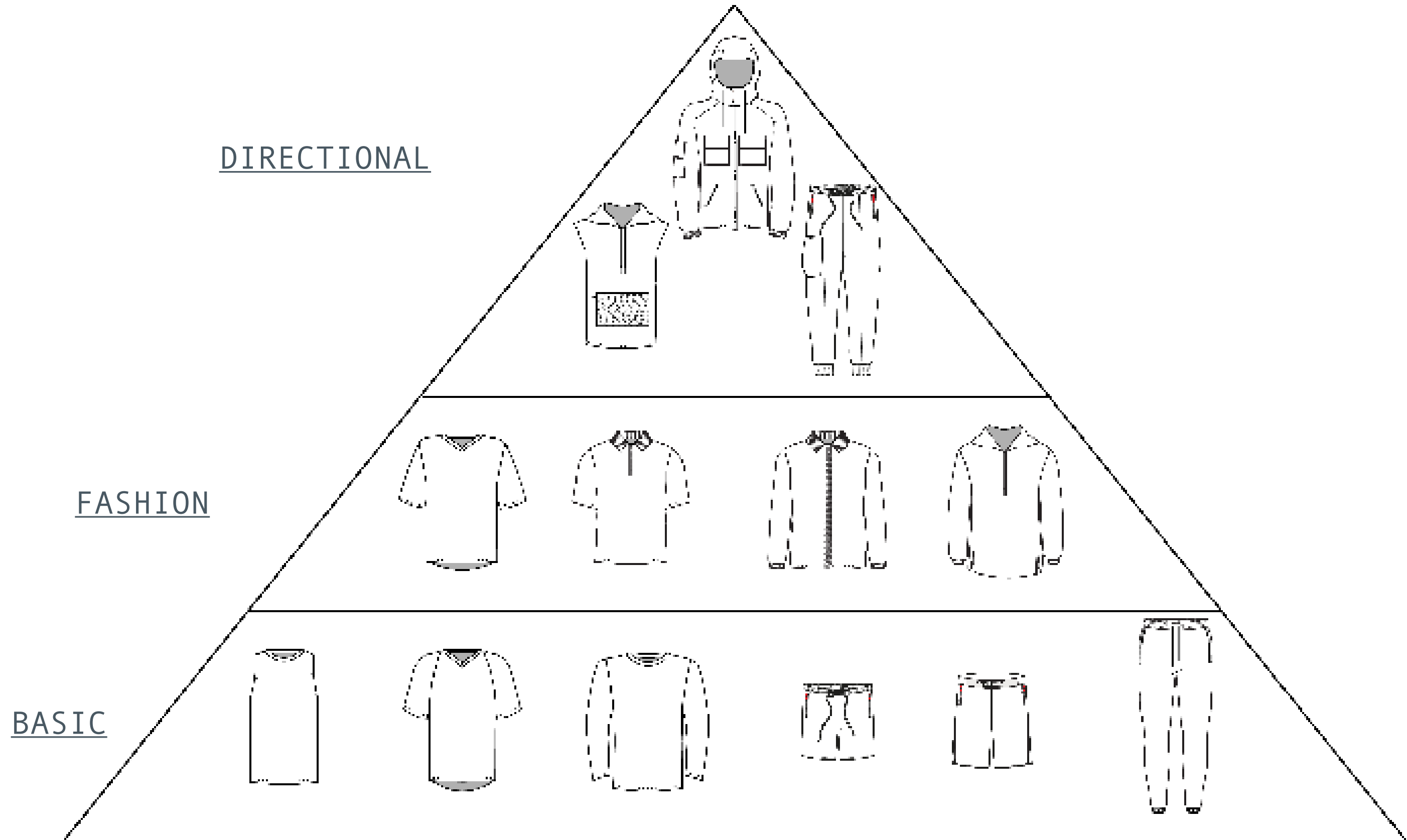
FABRIC NAME:PIQUE
CONSTRUCTION:DOUBLE WEFT KNIT
FIBRE CONTENT: 95% COTTON /
5% ELASTANE



FABRIC NAME:MESH
CONSTRUCTION:MESH
FIBRE CONTENT: 100% POLYESTER



CAPSULE RANGE:



CAPSULE RANGE: BASIC GARMENTS



STYLE NAME: SILEN TECH TANK TOP
 STYLE NUMBER: T1951
 SIZE RANGE: XXS - XXL
 COLOURS:

- LOCUMOTION
 - ACTIVATED BLUE WITH INFRA RED AND RUN THE NIGHT STRIPES
 - BOOST WITH RUN THE NIGHT - INFRA RED SLOGAN STRIPES
 - CONCRETE GREY - FUNCTION - ACTIVATED BLUE WITH 'AP' LOGO
 - FUNCTION WITH 'AP' LOGO
 - DOPPEL GREEN WITH AP LOGO
- FABRICATION: SINGLE JERSEY / 1X1 RTR (FINE GAUGE)



STYLE NAME: ACTIVE SHORT SLEEVE TEE
 STYLE NUMBER: T1663
 SIZE RANGE: XXS - XXL
 COLOURS:

- ACTIVATED BLUE
 - BOOST WITH FUNCTION STRIPES
 - SILEN WITH DOPPEL GREEN STRIPES
 - FUNCTION WITH INFRA RED STRIPES & 'AP' LOGO
- FABRICATION: SINGLE JERSEY



STYLE NAME: ACTIVE SHORTS
 STYLE NUMBER: S1664
 SIZE RANGE: XXS - XXL
 COLOURS:

- LOCUMOTION
 - FUNCTION WITH ACTIVATED BLUE STRIPES
 - CONCRETE GREY WITH RUN THE NIGHT - INFRA RED SLOGAN & R.F.P.S
 - DOPPEL GREEN WITH AP LOGO
- FABRICATION: ALL



STYLE NAME: ACTIVE LONG SLEEVE TEE
 STYLE NUMBER: P1663
 SIZE RANGE: XXS - XXL
 COLOURS:
 - SOLID
 - DOPPEL GRÜN
 - ACTIVE BLUE WITH RUN THE NIGHT
 INTRA RED ELEGAN STRIPES
 FABRICATION: SINGLE JERSEY



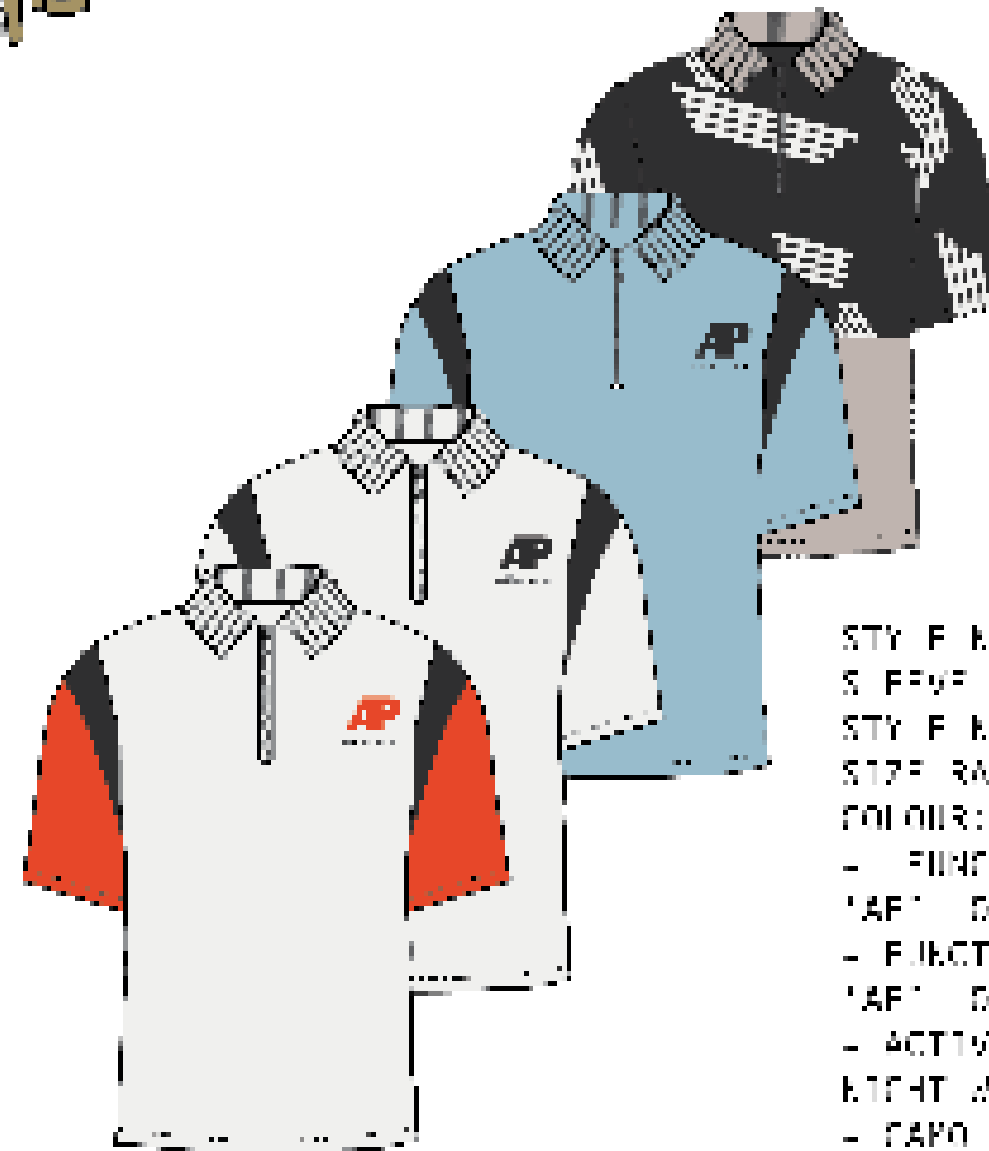
STYLE NAME: LOU SHORTS
 STYLE NUMBER: P1666
 SIZE RANGE: XXS - XXL
 COLOUR:
 - CONCRETE GREY WITH RUN THE NIGHT
 INTRA RED ELEGAN STRIPES
 DOPPEL GRÜN WITH BOOS
 FUNCTION STRIPES
 CAMO PRINT IN RUN THE NIGHT
 FABRICATION: FLEECE



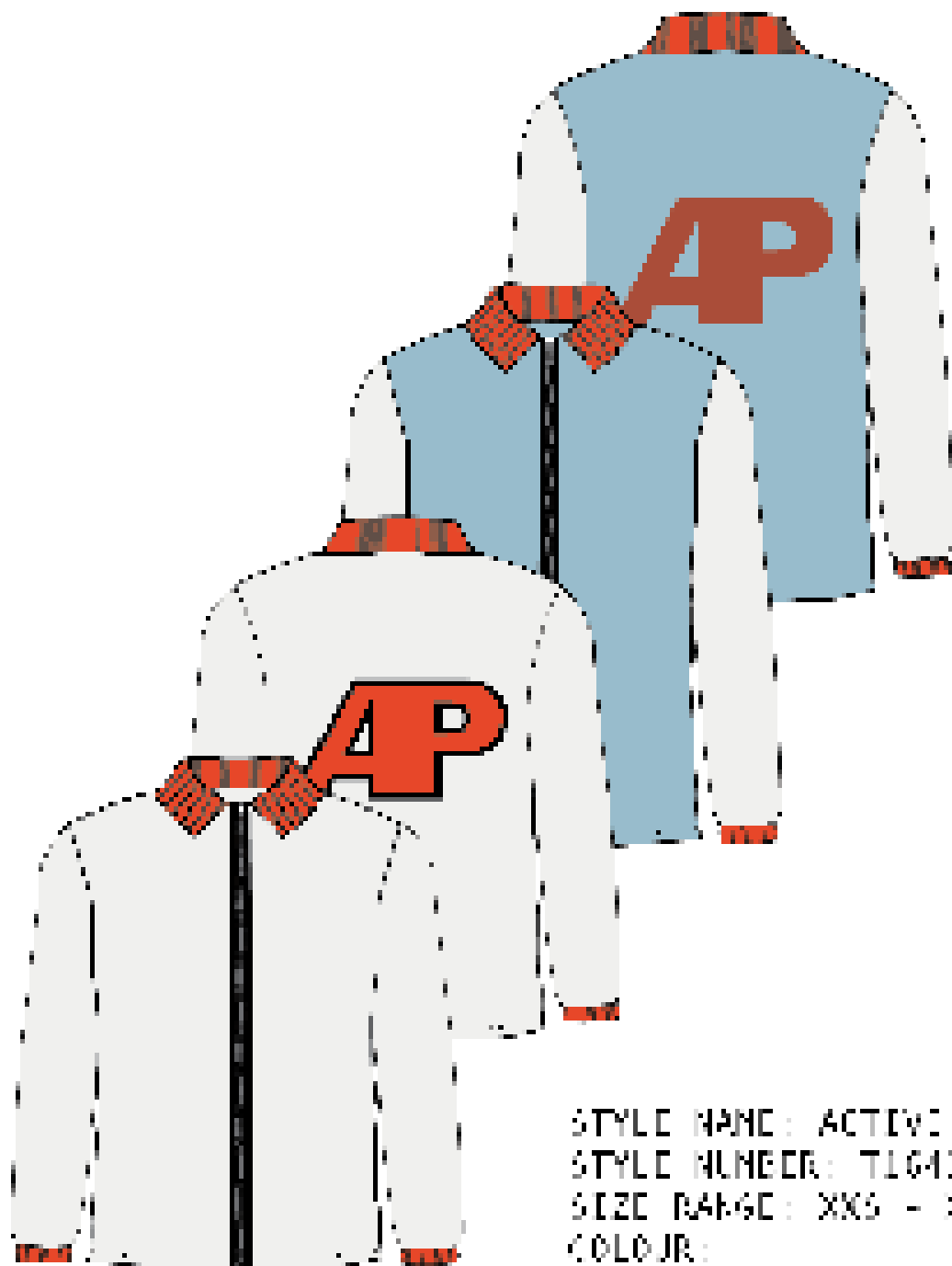
STYLE NAME: ACTIVE KNIT LEGGER
 STYLE NUMBER: P1665
 SIZE RANGE: XXS - XXL
 COLOUR:
 - CONCRETE GREY WITH FUNCTION
 STRIPES
 - RUN THE NIGHT WITH INTRA RED
 DRAWSTRINGS
 - BOOST WITH INTRA RED
 DRAWSTRINGS
 FABRICATION: TRENCH TERRY



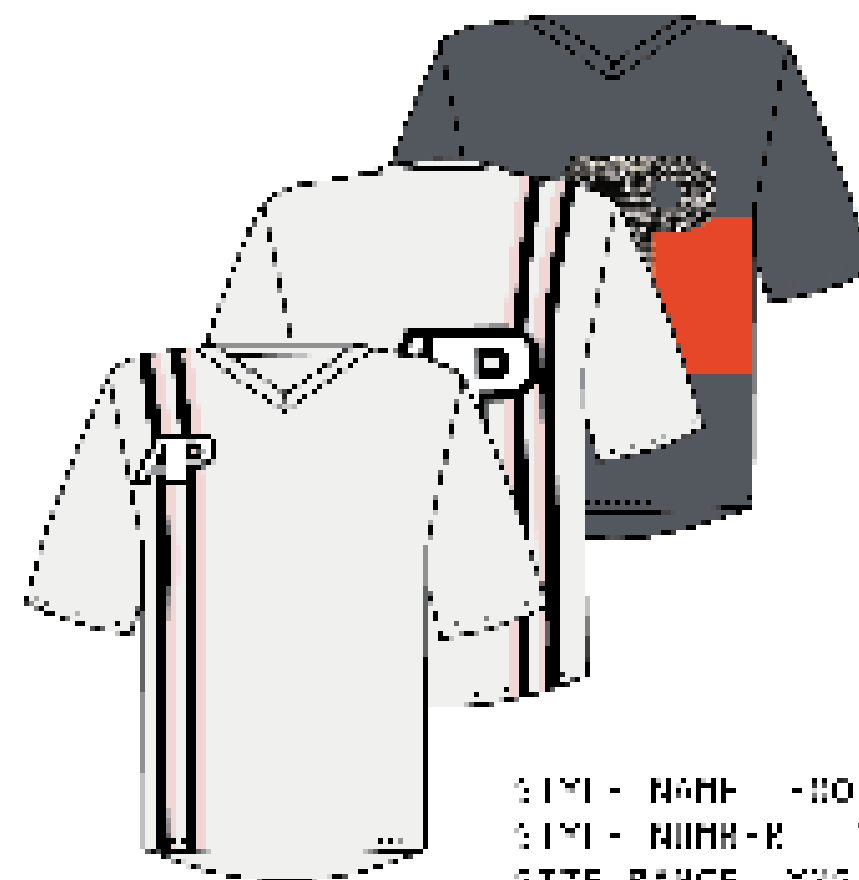
STYLE NAME: ACTIVE PULLOVER FLEECE
 STYLE NUMBER: T1641
 SIZE RANGE: XXS - XXI
 COLOUR:
 - FUNCTION
 - BOOST WITH THERMA RED STRIPES
 - SCI-FI WITH 'AP' LOGO
 - DOPAIN GREEN WITH 'AP' LOGO
 FABRICATION: FRENCH TERRY



STYLE NAME: ACTIVE POLO SHORT
 SLEEVE SHIRT
 STYLE NUMBER: T1642
 SIZE RANGE: XXS - XXI
 COLOUR:
 - FUNCTION, THERMA RED & SCI FI WITH
 'AP' LOGO
 - FUNCTION AND RUN THE NIGHT WITH
 'AP' LOGO
 - ACTIVATED BLUE AND RUN THE
 NIGHT WITH 'AP' LOGO
 - DARK PRINT IN BLUE THE NIGHT -
 FUNCTION WITH CONCEPT GREY
 FABRICATION: Pique K&T



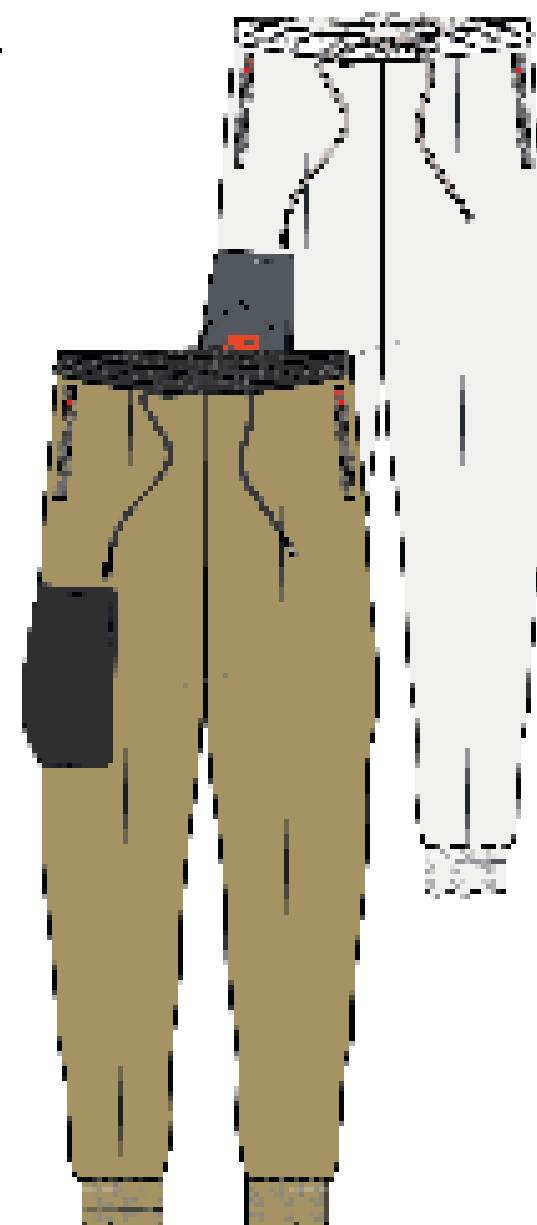
STYLE NAME: ACTIVE OVERSHIRT
 STYLE NUMBER: T1643
 SIZE RANGE: XXS - XXL
 COLOUR:
 - ACTIVATED BLUE, FUNCTION AND INTRA RED WITH 'AP' LOGO
 - FUNCTION AND INTRA RED WITH 'AP' LOGO
 FABRICATION: PIQUE KNIT



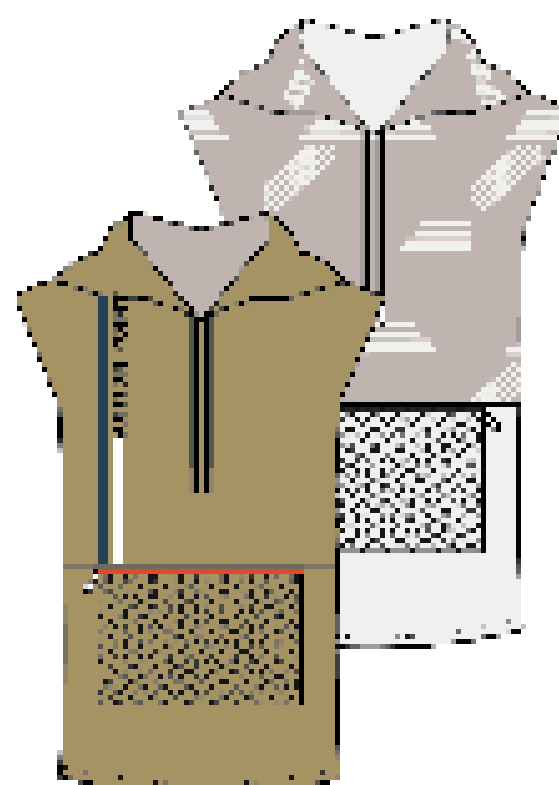
STYLE NAME: BOITRO T-SHIRT
 STYLE NUMBER: T1641
 SIZE RANGE: XXS - XX
 COLOUR:
 - FUNCTION WITH BLACK & RED DETAIL
 STRIPES & 'AP' LOGO
 - INTRA RED WITH 'AP' LOGO
 FABRICATION: SINGLE JERSEY



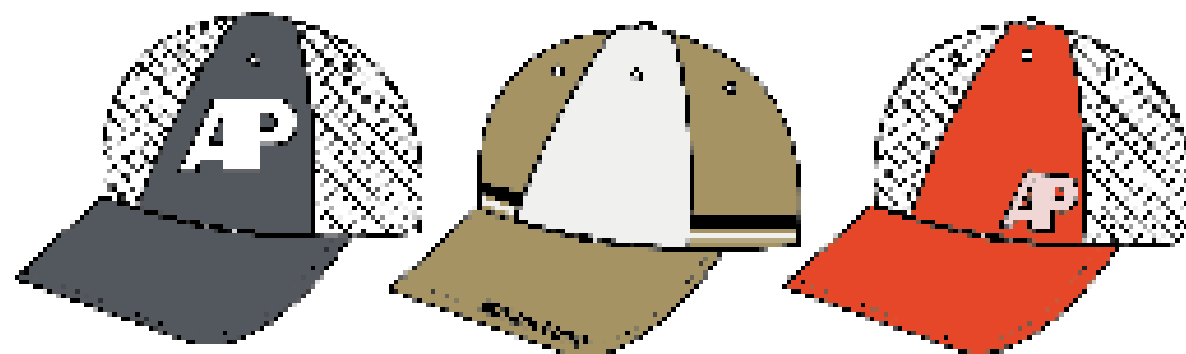
STYLE NAME: ACTIVE SLEEVELESS KILT
HOODIE
STYLE NUMBER: J1631
SIZE RANGE: XXS - XXL
COLOUR:
- DOMAIN GREEN WITH RUN THE
NIGHT-FUNCTION CAPO
- FUNCTION & SCI-FI
FABRICATION: FRENCH TERRY



STYLE NAME: UTILITY TECH PANT
STYLE NUMBER: P1533
SIZE RANGE: 36-38
COLOUR:
- DOMAIN GREEN & RUN THE NIGHT
- FUNCTION & SCI-FI WITH 'AF' LOGO
FABRICATION: TAFFETA / RAILLY



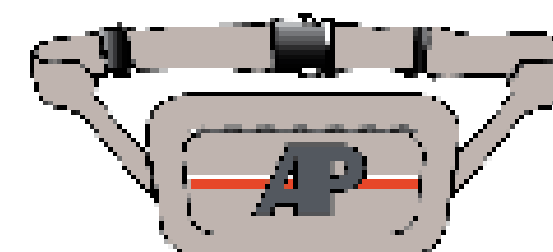
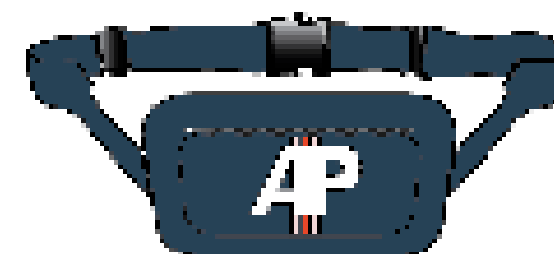
STYLE NAME: UTILITY TECH JACKET
STYLE NUMBER: J1632
SIZE RANGE: XXS - XXL
COLOUR:
- DOMAIN GREEN WITH FUNCTION POINT
- COME PRINT IN FUNCTION - CONCRETE & RLY
FABRICATION: TAIL LTR / SPORTS MESH



STYLE NAME: PERFORMANCE CAP
 STYLE NUMBER: A1031
 SIZE RANGE: -
 COLOUR:
 - SOOTY WITH 'AP' LOGO
 - DONKOR GREEN & FUNCTION WITH 'ACTION POINT'
 - EXTRA RED WITH 'AP' LOGO
 FABRICATION: COTTON



STYLE NAME: ACTIVE BOOST WATER BOTTLE
 STYLE NUMBER: H1613
 SIZE RANGE: -
 COLOUR:
 - ACTIVATED BLUE SOLID - CONCRETE GRAY & REPLE
 - EXTRA RED WITH 'ACTION POINT'
 - BOOST WITH 'AP' LOGO
 FABRICATION: STAINLESS STEEL



STYLE NAME: TECH FANNY PACK
 STYLE NUMBER: T1612
 SIZE RANGE: -
 COLOUR:
 - BOOST WITH 'AP' LOGO
 - RUN THE NIGHT WITH 'ACTION POINT'
 - CONCRETE GRAY WITH 'AP' LOGO
 FABRICATION: TAFFETA

