

Boxy Coats are in for the Fall/Winter season of 2020. Learn everything about the trend on page 2.

Canadian designers are still making a stamp in the industry. On page 4, we will explore the profile of four great companies lead by four great women.

A complete outfit right on trend on page 3. Allow yourself to get inspired by these seven pieces for your next outfit.



Ralph Lauren - AJW 2020 Ready to Wear

# TRENDZ



# BOXY COAT

During these challenging times, we have a need for clothes that help us feel protected and cocooned. The focus has been put on creating protective outerwear that offers built-in reassurance or resistance. Boxy and relaxed silhouettes are key, as they can be layered to create a protective, enveloping feeling.



1

Max Mara - 3 328,53\$



2

Ralph Lauren - 1 439,49\$



4

Jil Sander - 2 920,37\$



3

Ralph Lauren - 1 955,72\$



6

Oscar de la Renta

-  
1 943,08\$



5

Jimmy Choo - 1 322,21\$



7

All Blues - 1 000,28\$





**Beaufile**, founded by sisters Chloé and Parris Gordon in 2013 is an incredible designer brand. Beaufile means “handsome girl” which is fitting for a label that is all about celebrating the contrasts between more feminine or masculine elements. We can note that they have made dresses for Lady Gaga, Selena Gomez and Michelle Obama.



**Urbanovitch**, by Malorie Urbanovitch, was founded in 2012. From Edmonton, Alberta, Urbanovitch is known for her ethically conscious clothing. Her designs show a great balance between aesthetics and utility. During a fundraising event she approached buyers from Simons who were thrilled to work with her. Since 2015, her clothing can be found in their stores.



**Markoo**, was founded in 2013 by Tania Martins and Moona Koochek, after their previous store Carte Blanche closed. Bold, yet sensitive supported by thoughtful craftsmanship and unusual textiles. “We always push ourselves to experiment with new silhouettes and design features, but it has to make sense for our woman.” sais Koochek.



**Maram**, by Maram About Enein was founded in 2014. The Egyptian designer vision is an “off-duty” luxury brand challenging the modern-day luxury with intricate craftsmanship while also deconstructing pre-conceived design boundaries. Based in the center of Montreal, Maram is sustainably sourced and ethically manufactured.





Ralph Lauren

