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STIRLING IDEA
Chopard, Switzerland

A passionate car enthusiast, Chopard's co-president Karl-Friedrich Scheufele has forged a longstanding partnership between the Swiss watchmaker and the 1000 Miglia, the iconic Italian motor race first held in 1927. The eponymous collection of timepieces has become a cornerstone of Chopard's expanding offering of men's watches. Pictured here is a stainless-steel model with a brown calfskin strap, created in tribute to Stirling Moss, who set a record in the 1955 Mille Miglia by winning the race at an average speed of 158km/h – a feat that remains unmatched. — NT chopard.com

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Mille Miglia Classic Chronograph Tribute to Sir Stirling Moss watch by **Chopard**, jacket by **The Decorum Continuum** by **Yasuto Kamoshita**



TUSCAN TOUCH
Sturlini, Italy

"I'm proud to be Tuscan," says Alessio Sturlini, Florentine shoe brand Sturlini's CEO. "We manufacture everything in Tuscany so that we can have control over every step." Sturlini's approach to dyeing leather consists of immersing shoes in tanning drums, using natural dyes and pigments. The result is a softer, more comfortable shoe that would befit a Florentine dandy. — GCH sturlini.com

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BEST PERFORMANCE
Colin Meredith, Canada

Having grown up on Vancouver Island and studied visual arts and technical apparel design in Montréal, Colin Meredith's eponymous brand naturally takes its cues from the Canadian outdoors. "I also take inspiration from vintage sportswear and then combine it with newer technical fabrics," he says. Since the brand launched in 2023, Meredith's output has focused on base layers, insulated vests and sturdy shell jackets – ideal for cold-weather adventures. — GCH colinmeredith.com



BEST DEBUT
Celine, France

Celine's new artistic director, Michael Rider, presented his debut collection in July at the brand's HQ, Vivienne. It was a masterclass of rebranding, a vision of modern-day dressing marrying past and present, reality and fantasy. "Celine stands for quality, timelessness and style – ideals that are difficult to grasp," he says. — NT celine.com



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NEW FROM JAPAN
Unlikely, Japan

Shinsuke Nakada joined Japanese fashion giant Beams straight from college: he started on the shop floor and worked his way up to creative director over a period of 22 years. "After years of collaborating with different companies and manufacturers, I felt a growing urge to challenge myself [and create] something that was truly my own," he says. Nakada took the leap in 2023, starting menswear brand Unlikely, which he envisions as a blend of US and Japanese styles, old-school workwear and menswear staples, all woven into something fresh. Some of its most popular garments include reversible outerwear, patched sweatshirts and sweaters inspired by natural landscapes. Its autumn/winter offering is looking particularly sharp, with a corduroy-cuffed, washed-canvas hunter jacket and twill trousers in faded navy. Unlikely is stocked in Japanese shops including Beams Plus and, with growing interest from overseas, it is officially going international this autumn. — FW

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BEST CURATION
Mohawk General Store, USA

Bo and Kevin Carney's Mohawk General Store in Los Angeles' Silver Lake neighbourhood stocks seasonal ready-to-wear clothing, jewellery, home goods, books, apothecary items and its in-house menswear line, Smock. What these items have in common is that they evoke a sense of Californian cool, be it flax-coloured linen shirts or olive oil from the Big Sur.

This is especially true of Smock, whose breezy trousers, Velcro back cap and canvas jackets look as though they were made for sauntering underneath palm trees. Mohawk has an event space nearby and also partners with brands to host gatherings at its stores – a strategy that serves as a good reminder that fashion is often at its best when it's rooted in a sense of place. — CAG mohawkgeneralstore.com



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HERITAGE REVIVAL
James Purdey & Sons, UK

UK brand James Purdey & Sons is starting a new chapter in its 200-year history. Now owned by Swiss luxury group Richemont, it has tapped London-based designer Giles Deacon as its new creative director. His first full collection makes its debut in autumn 2025 and introduces the Tom Purdey House Tweed, inspired by the family's chief salesman, who carried the Purdey name across the UK and US from the 1920s to the 1950s. The tweed uses 21 yarns and 16 twists to capture the colours of the Highlands. “We want to make timeless, elegant countrywear – clothes that you’ll wear for life,” says Deacon. — MLU purdey.com



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NEW TALENT
Grey's, USA

Los Angeles-born designer Emily Grey had spent a decade in London, studying fashion and planning the launch of her brand, Grey's. But last February, New York came calling. From her Manhattan studio, she tells Monocle how being in England drew her attention to the singularity of US fashion. “It's a little bit more real, designed for everyday life, without compromising on quality.”

Grey imagines her customers wearing her designs to attend soirées but also to lounge around at home. Her shapes are voluminous and comforting: a knitted wool sack coat has a drawstring hem that can be pulled into a bubble shape or left to fall naturally, while a coat is cinched by internal ties. “It's all about ease,” she says. “Those details make [every piece] more functional and less precious.” — DV greys.studio



AUTUMNAL FRAGRANCES
Best in scents

This season we're adopting perfumes that offer complexity and freshness in equal measure. London-based perfumer Vyrao's Verdant does exactly that, with notes of moss, Italian bergamot, frankincense and cyclamen that vibrate in unison. Meanwhile, New York- and Paris-based brand Régime des Fleurs's Green Vanille eschews the cloying sweetness typically associated with vanilla perfumes by combining it with notes of coriander, sandalwood and vetiver – a compelling reinterpretation that might change your mind about what a vanilla scent can be. Bottega Veneta is expanding its range of

perfumes with Mezzanotte, a collection of three new fragrances presented on marble bases. Our pick is Hinoki, a scent that harmoniously blends Japanese hinoki, fir and patchouli. Finally, US perfume house Maison d'Etto's Noisette leaves lingering notes of French lavender, magnolia and orris wrapped in a grounding mix of musk and amber leaves. — GCH

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Clockwise from far left: **Noisette** by **Maison d'Etto**, **Mezzanotte** by **Bottega Veneta**, **Green Vanille** by **Régime des Fleurs** from **La Gent**, **Verdant** by **Vyrao**

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Shirt by **Salvatore Piccolo**

SHARPEST FIT
The Decorum, Thailand

Bangkok-based menswear retailer The Decorum has been growing its label. The third season of the Decorum Continuum Collection continues a collaboration with Yasuto Kamoshita, co-founder of Japan's United Arrows, who has led all three collaborations. “The collection takes its name from the way that we like to evolve,” says Sirapol Ridhiprasart, co-founder of The Decorum. “Our styles evolve season by season but they stay true to their roots.” Highlights from the new autumn collection include a stripped-back Harrington jacket and corduroy suits in forest green. “Fabrics and textures take centre stage,” says Ridhiprasart. — JCH thedecorumbkk.com





COLLABORATION TO KNOW
K-Way & Soeur, France

In this collaboration between French brands K-Way and Soeur, the former's expertise in outerwear meets the latter's Parisian flair. K-Way's expansion plans have been turbo-charged by investment from private-equity firm Permira. "We believe that we sell products that are high quality and at a reasonable price," says co-CEO Lorenzo Boglione. "And we have a strong narrative to tell." — GCH [k-way.com](#); [soeur.fr](#)

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NEW BEGINNINGS
Begg × Co, UK

Buenos Aires-born and Paris-based designer Vanessa Seward is taking the reins as creative director of Scottish cashmere brand Begg × Co. As a preview, Seward – who has worked alongside Karl Lagerfeld at Chanel and Tom Ford at Yves Saint Laurent – launched a capsule collection. It features striped cardigans, elegant polo sweatshirts, a cape and marle jumpers, all made from cashmere. — GCH [beggxco.com](#)

Begg × Co represents a slice of Scottish manufacturing history. What does it mean to become the new custodian of the brand? I have always admired Scottish culture and heritage from afar. So I can dare to go further in [highlighting] this Scottish identity: when you're approaching it from the outside, you can bring freshness. As creative director, I want to help make Begg × Co the go-to Scottish cashmere brand.

Where did you turn to for inspiration when creating your first capsule collection? I started with the idea of what my ideal cashmere wardrobe would look like. I designed staples for men and women, with a Scottish touch that comes through in the knits, particularly in the stitching. And the colours are to die for. We created a bespoke marle inspired by the moors.

What's your philosophy around clothing? Clothes have to enhance a personality. They need to be flattering and give you confidence. I never design something that can't be worn – that's absurd. I believe in clothes, rather than fashion.

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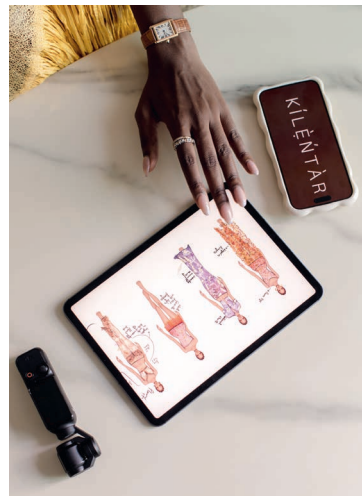


SYDNEY'S FINEST
Morrow, Australia

After working for Sydney-based brands Jac + Jack and P Johnson, Ryan Morrow launched his own label in May. "I spent my weekends escaping from the city to the country to go camping and couldn't find clothes that were able to seamlessly transition between the two," says Morrow. "I realised that I needed to build this brand myself." Colour palettes are usually neutral, allowing the construction of the garments to take centre stage. "Silhouette makes the difference between something looking sharp or falling completely flat," he adds. — GCH [morrowaustralia.com](#)

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T-shirt by Good On



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RETHINKING CRAFT
Kilentar, Nigeria

Up-and-coming designer Michelle Adepoju had no intention of working in fashion – let alone launching her own brand. After a year spent travelling around West Africa, from Senegal to Burkina Faso and Nigeria, she was captivated by the textiles that she discovered in markets and started asking more about how they were made. In Burkina Faso, for instance, she learnt about *faso dan fani*, which translates to "woven cloth of the homeland" and is usually hand-woven on looms, while in Nigeria, she began building relationships with artisans weaving the region's traditional *aso-oke* fabric. "I fell in love with the ways in which these fabrics are made and knew that I could use them to create styles that are more wearable for the women of today," says Adepoju, who began to learn Mossi (Burkina Faso's most widely spoken language) to convince local artisans to work with her. "It was through that sense of curiosity and experiencing the beauty of craftsmanship that I got inspired to start a fashion brand."

Kilentar – which translates to "What are you selling?" in Yoruba and is often heard in the markets of Nigeria) now offers one-of-a-kind garments that are hand-woven, hand-dyed and hand-finished, from tweed suiting to patchwork column dresses for the evening. "We only make two collections per year because of how time-consuming the process is," adds Adepoju, pictured here wearing her brand's clothes. "We want to respect the process and educate our audience about how each garment is made." This involves holding workshops at which people can try their hand at weaving and meet artisans. "Craft is about more than just techniques," says Adepoju. "It's a language that unites communities." — NT [kilentar.com](#)

