



"MAGAZINE"

#Hyper Functional

A large number of modular-
pockets are sewn together
with oversized insulation.



#Pop Punk

Avant-garde graphics with an
iconic punk look and refer-
ence

“Stop
overthinking.
You can’t
control
everything,
just let
it be.”

-Jingyuan



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FOREVER

AVANT-GARDE GRAPHICS with an ICONIC PUNK look and reference

Whereas the punk style was anti-fashion and anti-conservative at the time, today punk's distinctive style and style has become so commonplace that it has merged into mainstream design concepts. The punk style has even become a source of inspiration for high fashion, with mainstream fashion and street style influencing each other.

Punk culture became popular because of the rock music of the 1980s, when they dared to express themselves and later on, people dressed themselves in a style that was also influenced by rock culture. Punk became a major cultural phenomenon, and he led to a punk subculture that expressed youthful rebellion through distinctive styles of clothing.

The image of pop punk appears on the t-stage, the red carpet, and of course the street style, pop punk it is not just the once classic studded elements and plaid elements. Pop-punk can be whatever you want, which is what punk, more broadly, set out to be, anyway.



POP PUNK



Shopping Page →



FASHION PICKS



PUNK
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P
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P

1. **Black Of Exit Long Sleeve Shirt**
2. **Burberry Checkered Long Sleeve Shirt**
3. **Yohji Yamamoto/Evangelion Collaboration Long Sleeve Shirt**
4. **Zara Distressed Long Pants**
5. **Rick Owens Drkshow**
6. **Electric Guitar**

Interview



Hello **Runzu**, it's a pleasure to interview you. I have a few questions here about your outfit that I would like to interview you about.

"No Problem, I'm honored to be interviewed as well."

Can you introduce yourself and describe your sense of style?

*"My outfit is **Pop Punk**, due to it's popularity in 2022, since i find it fun and amusing to follow fashion trends."*

R

un zu

Can you tell me how you styled the outfit and where you bought the pieces from?

"The main point of this outfit is how i wear my tops, it is put together by three long sleeve shirts, by wearing one on each shoulder it gives a sense of length to it, it is completed by a long sleeve shirt. The distressed black jeans adds a certain beaten in feeling to the whole outfit. The brown plaid shirt is from Burberry, the blue shirt is from a Yohji Yamamoto/Evangelion collaboration. My inner wear is a T-shirt from Metallica, pants are from Zara, shoes are from Rick Owens."

How is Pop Punk a trend for you? Do you think fashion trends are important in your life?

"Pop Punk to me is the essence of culture, rock and rebellion from the 1980s expressed in clothing or sometimes expressed in other ways, and pop punk is a kind of "punk revival" In that sense. I think fashion trends are very important in my life, it's a attitude towards life. You can express yourself through your personal style, you can show your own true self and opinions through your clothes"



TRENDS



Weatherproof Armor

HYPER FUNCTIONAL

The garments themselves emphasize **COMFORT** and **WARMTH**, while ensuring **FUNCTIONALITY**

In recent years, many outdoor expressions have flooded the fashion apparel industry due to the rise of the Hyper functional technology fashion led trend. Overt outdoors trends are on the wane, but their influence over the general direction of much of menswear continue to be felt. The Hyperfunctional trend on display in Milan takes some of the most easily recognisable outdoors details and materials and amps up the volume.



Garments featuring countless functional pockets and multiple modular components go beyond practical function; instead, these references are used as postmodern nods to the trends and garments that inspired them.

It has a strong sense of future and technology. At the same time, the multi-pocket design on the clothes on the garment is very practical. It can be paired with different metal accessories and the functional garment is very easy to wear.

Onitsuka Tiger's show in Milan highlighted this piece, a trimmed-up technical blazer, complete with statement-pockets and belt details. The jacket is also quilted and looks to be proofed for all weather. We like the considered commute angle of this piece, and there is much that could be translated for more mainstream items that would retain the functional appeal of this example. Look for sustainable materials, such as natural fibres, those treated with bio coatings or GRS-certified synthetics.



Milan's designers surface the relevance of high-performing pieces and create outfits with an abundance of functionality, as called out in our AW22 Buyers' Briefing. Consumers expect their clothing to be extremely capable now, plus the aesthetics of highly detailed outdoorsy pieces is still important. Work with layered silhouettes, consider modular design for details and trims and create a modernist feel for smart as well as casual pieces.

London sees fresh evidence that outfits consisting of high-performance pieces — padded, puffed-up, proofed, coated, pocket-heavy and detail-laden — are trending, driven by consumers' consistent interest in functionality and the protective possibilities of clothing. Within these looks, #ModularDesign pieces that are highly adjustable, with removable or stowable elements are also important, and something we've been reporting on for some time.



HYPER FUNCTIONAL



Shopping Page →



Sacai
Bomber's Jacket
\$1940
www.sacai.com



Greg Lauren
Patchwork work pants
\$5300
www.greglauren.com



OAMC
Pocket Workwear
Aviator Jacket
\$3000
www.oamc.com



Readymade
Drawstring work Pants
\$ 2850
www.readymade.com



Sacai Lunar
\$2050
www.sacai.com



Innerraum
shoulder bag
\$1200
www.innerraum.com



Prada
Nylon multi-pocket
backpack
\$4400
www.prada.com



Stone Island
Zipper Pike Jacket
\$2600
www.stoneisland.com



Moncler
Tailgrio padded
Snow boots
\$1160
www.moncler.com



Adidas x Sean Wotherspoon
x Disney Superturf Adventure
\$256
www.adidas.com



Moncler Grenoble
\$1740
www.moncler.com



Masion Mihara Yasuhiro
Large zipper long sleeve
Pike coat
\$720
www.masionmiharayasuhiro.com

FASHION PICKS



HYPHER FUNCTIONAL

1. **Grailz
Technical Jacket**
2. **Madeextreme
Zipper Pants**
3. **Yeezy 700 v2**

Hello **Lennon**, it's a pleasure to interview you. I have a few questions here about your outfit that I would like to interview you about.

"No Problem, I'm honored to be interviewed as well."

Can you introduce yourself and describe your sense of style?

*"My outfit is **HYPER FUNCTIONAL**, due to it's populrity in 2022, since i find the hyperfunctional trend interesting."*

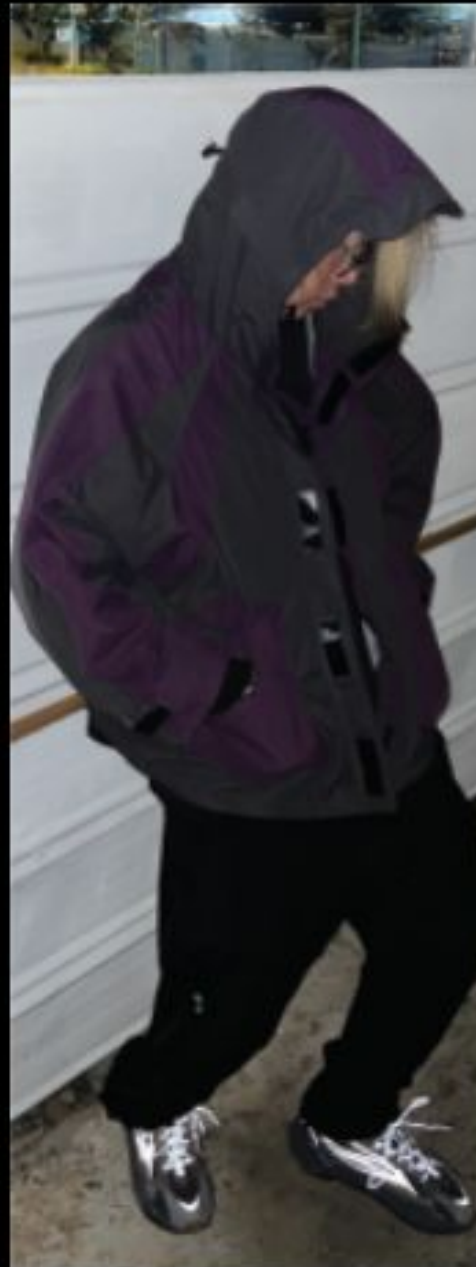
Lennon

Can you tell me how you styled the outfit and where you bought the pieces from?

"The main point of the outfit is the waterproof and weatherproof aspect of both the pants and the jacket, I like to use it when i am not certain of how bad the weather would be, the jacket is from Grailz, the pants is from Decathlon, the shoes are Yeezy 700 v2."

How is Hyperfunctional a trend for you? Do you think fashion trends are important in your life?

"Hyperfunctional is a trend for me due to it's design, convenience and usability. The design has a very futuristic feeling and is adds to that through the functionality of the many pockets and carrying straps on the jacket and the side zipper of the pants which you can shorten when the weather is hot. Hence, it's usability in almost any weather."



Interview