

# Winter Jacket Trends 2019

**Winds of change blow over the streetwear landscape this season: the staple winter jacket provides ample protection as premium brands tussle with stockists over merchandising rights; underlining the increasing power of the casual logo and the ubiquitous magnet that is the internet.**



*Yoshio Kubo*

**Experience and choice** is what Gen Z seeks: merchandise, collaborations and personalization at the click of a few buttons, and looks inspired by the catwalk. Streetwear and sports brands are leveraging to offer the whole visage via their own digital platforms. Couture's kickback (for those that can pay the price) is also a nod to streetwear's ascension, the heavy-weight say-so of [Hypebeast](#) and societal uncertainty leading to looks that go back to basics, athletic, XXL ([Yoshio Kubo](#)'s oversized trenches) or that are (in [a Balenciaga](#) or [Hilfiger](#) hyper-puff) as bold as northern lights.

## Making It Matter

Where casualwear was once defined by its half-blood relationship to high fashion, a deconstruction of 'what/where' ethics means millennials' shifted loyalties will hold greater traction going forward. London's biggest fashion trade show [Pure London](#) tipped its woolly hat this fall with the announcement of *Pure Body* for its February 2020 shows; an addition that puts the focus squarely on athleisure and loungewear pieces.

At [LFD](#) the emphasis on bagginess is a reflection of streetwear's focus on comfort and practicality. It also feeds into the brand's adherence to a gender-neutral silhouette and a sub-cultural stance, although their take is swathed in eighties imagery and high contrast lines.

Doing their back-to-essentials best was [Burberry](#) - a collusion of hardiness in oversized puffers with muted colouring that (literally) placed lux streetwear over the traditional trench.



*Burberry*

Logos weren't going anywhere, of course. But what they (supposedly) say means as much as the brands they are stuck to now. [Fear of God](#) has mythologized this take – laid low stoner-ism with Kanye-like pronouncements of a higher order – *if there is any meaning to be found*.

Luxury brands like [Agnona](#) too – who roll with a future-lounge visage – join [LFD](#) in padding a silhouette. Anyone who thought muting the colour palette or fusing male/female expectations meant compromise was plain wrong – luxury materials caramelise the tone but maintain a relaxed seriousness.



*Agnona*



*Fear of God*

[Off White](#) (under the tactical command of Virgil Abloh) is intent on takeover by extremes – monster puffers and neck-guarded trenches ride nice over cargo or hot pants. Tip: keep fluorescents prime (ala [Philipp Plein](#)'s cyber-green down jacket and turtle neck combo).



Philipp Plein

The new aesthetic – mashups of contradictory trends (and price points) that never wholly match, sometimes baffle, but that *always* sing – is indicative of streetwear treading the same hallowed turf as couture and daring – in later trade/runway moments – to answer questions posed in the Paris shows about real (if well-healed) people can wear this stuff.

#### Athleisure

*Hybridization* has become a go-to term for layered clothes since the shell-suit's swift demise but kudos to *Nike* and its blue-on-blue work with [Sacai/Naomi Osaka](#) earlier this year that ushers us to another sector chasing down couture. *Nike* have worked to make athleisure an all seasons A-lister via a mix of premium technology and visual edge. Tips on simplicity: colour co-ordination of staple wardrobe item (jacket/leggings) with high-res (and chunky) collaboration treads.



*Nike + Sacai*

And then it gets dark outside. [Ann Demeulemeester](#) for vampires, [Bape](#) for soloists and [Stussy](#) for London's shady estates. That's not to say that class doesn't have a room at the table – going a little bourgeois with brown aviators, a patterned scarf or long boots helps offset the brooding mood. But it's relevance (and the guts to parade it) that's making all the noise through cold winter nights.



*Bape*