



LOOK BOOK

AUTUMN WINTER 2022
MENSWEAR

BRAX
FEEL GOOD



BLUE PLANET

The “Blue Planet” meta label combines a variety of sustainable BRAX products, which are characterised by their use of sustainable raw materials or environmentally friendly production processes. The share of sustainable products is continuously being increased.

Behind “Blue Planet” are recognised standards, seals of approval and certifications such as Cotton made in Africa, Organic Cotton, the SEAQUAL INITIATIVE, TENCEL™, EIM®-Score and the FUR FREE RETAILER PROGRAM.

Due to the trend towards loungewear, the focus is shifting to natural qualities, especially for tops.



QR codes on the goods inform the consumer about the sustainable aspects of the BRAX collection. By 2022, 50 percent, by 2025 80 percent and by 2030 95 to 100 percent of all BRAX products will be sustainable and labelled with the „Blue Planet“ label.

BRAX
FEEL GOOD

RE- NINETIES

We're celebrating a comeback with Re-Nineties. The first theme world focused on the 1990s as a source of inspiration for denim and sweaters. Bombers and blousons are once again coming back as icons of this time. New silhouettes with more volume are important in a topic where the prefix "Re" not only stands for re-vival, but also for re-cycling and thus sustainability.



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BLUE PLANET



TIMON 21-5117/04

7



LARS U 49-4304/22

8



BLUE PLANET



BENNO 29-3904/97

9



BLUE PLANET



PRESCOT 21-4757/54



12



BLUE PLANET



COOLIO 89-6604/27

13



BLUE PLANET



SAWYER 29-5034/86

14



BLUE PLANET



COOLIO 89-6604/25

15



BLUE PLANET



SAMMY 29-5034/04



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BLUE PLANET



CHRIS 89-6604/17

18



BLUE PLANET



SILVIO 89-3344/23

19



SANTIAGO 29-6004/05

SMART UTILITY

In the 2nd Smart Utility theme world, new impulses for designs inspired by work and leisure wear from the 1950s are increasingly coming from smart and function-oriented sportswear segments. Refined detailing with a technical attitude and silhouettes with plenty of volume are style-defining. Packed with elegant materials, they give patch pockets, vests, overshirts & Co. the right attitude.



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BLUE PLANET



BENNO 29-3904/58

23



CASPAR 29-2084/07

24



BLUE PLANET



QUENTO 29-8064/97

25



BLUE PLANET



RICK 29-3004/97



28



BLUE PLANET



SAWYER 29-5034/36

29



STELLAN 29-4114/59

30



JEFF 29-2304/25

31



BLUE PLANET



CHUCK 81-3707/23

32



BLUE PLANET



SARTO 29-4114/27

33



BLUE PLANET



CHUCK 81-6327/25

34



BLUE PLANET



FABIO IN 81-1207/04

35



DANIEL C 49-3774/28

36



DANIEL C 49-3714/03

37



BLUE PLANET



FELIX C 89-3614/06

38



BLUE PLANET



FABIO IN 81-1207/55

39



HAROLD C 49-3784/28



BRAX LAB

**The capsule collection inspired by
Ana Ivanović & Bastian Schweinsteiger**

BRAX LAB stands for innovative materials, sporty details and modern branding. The collection is sporty, with stylistic elements inspired by performance sports and fashionable lace.

The colour concept is clear and reduced to black and off-white and one accent colour each for womenswear and menswear.

The sporty looks are inspired by Ana Ivanović and Bastian Schweinsteiger.

ANA IVANOVIĆ

BASTIAN SCHWEINSTEIGER



44



BRAX LAB
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LUC 99-1244/26

45



BRAX LAB
»



LENNOX 29-7904/97

46



BRAX LAB
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LAURENT 29-7904/22

47



BRAX LAB
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SILVIO SD 89-3954/06

48



BRAX LAB
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SILVIO FXT 89-3954/23

49



BRAX LAB
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LOVIS 29-7904/97

50



BRAX LAB
»



LUIGI 99-1244/02

51



BRAX LAB
»



SILVIO R 89-5704/04



53



BRAX LAB
»



LAZIO 99-1214/22

WOO- TILITY

Comfort and casualness paired with more demands and a sense of style. That is the basis of the 3rd theme world Woo-Tility. Wool and wool optics are becoming important material ambassadors and serve as placeholders for a new value that, with more volume in the silhouettes and a special cosiness, are drivers for the modern looks. Functional details, patch pockets or cargo elements, packaged in tonal images, bring variety and create surprising breaks.



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BLUE PLANET



COSIMO 99-1054/22

57



SID 29-2024/04

58



JEFF 29-2304/07

59



RICK 29-2324/04



61



CLINT 99-1444/08

62



FABIO DX 89-3434/57

63



RICK 29-2214/04

64



RICK 29-2304/04

65



WYATT 29-2144/22

66



BRIAN 29-2154/08

67



SILVIO P 89-3614/07



SVEN LEUE

„The newly won self-image for comfort and casualness needs to be further developed for the coming winter with aspiration and smartness - keyword “RE-INVENTED TRADITION”. Wool and wool optics bring smartness and value to the collections. For Woo-Tility combined with function and performance to create a powerful topic with potential, which we see as an attractive addition to the classic Zero Down Outdoor.“



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FABIO BC 89-1554/24

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BRIAN 29-2154/27

72



BLUE PLANET



FABIO K 89-3644/05

73



STEFFEN 29-2304/25

BELTS

AUTUMN WINTER 2022

76



50-0150/02

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59-0374/52

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51-0367/09

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51-0217/22

SHOES

SPRING SUMMER 2022

82



ELIO 09-2013/03

83



CATALDO 09-2814/05



CATALDO 09-2814/58



86



MATEO 09-2115/36

87



ADRIANO 09-2818/05



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BRAX · NINA STACKELBECK · WITTEKINDSTRASSE 16 · 32051 HERFORD · +49 (0) 5221 592-288 · NINA.STACKELBECK@BRAX.COM
WILLICH COMMUNICATIONS · MELANIE WILLICH · FRAUENTHAL 14 · 20149 HAMBURG · +49 (0) 40307088-80 · MELANIE.WILLICH@WILLICHPR.DE
MMBSY · MALLIKA D'HUYS · REGINE BEERPLEIN 1, C.105 · 2018 ANTWERPEN · +32 (0) 484 81 77 86 · MALLIKA@MMBSY.COM