

# bloomingdale's

## What's new in Bloomingdale's Men for SS21



As we say au revoir to the year that was, Bloomingdale's welcomes 2021 with the launch of over 80 new brands online and in-store across menswear, womenswear, and kidswear, complete with new regional exclusives for Spring/Summer 2021. Embarking on a new chapter with a renewed vision for the future, we are greeted by the vibrance of spring and the warmth of summer. If the past season was about earthy tones and neutral shades, the new season is all about fresh florals, pastel power, and bold graphics. Bloomingdale's unveils its latest menswear collection - relaxed and laidback, the new edit reflects the season's spirit of new beginnings, introducing a dedicated line for men's resort wear and a selection of environmentally positive brands.



Kickstart the year in style with London-based **J.W. Anderson's** dedicated menswear line that showcases everyday essentials in artistic cuts, striking shapes, and bright summer colors. Luxurious and elegant with deep cultural roots, Emirati designer **Qasimi's** collection will transport

you to a tropical beach holiday, featuring an array of prints and Arabic slogans.

In casual-wear, Parisian brands **A.P.C.** and **Études**, combined with Italy's **Fiorucci**, bring a contemporary and uber-cool air for the summer. Timeless denim, monochrome t-shirts, and khakis undergo a transformation with iconic prints, geometric designs, and bright shades of blue. Sophisticated and modern, **John Elliott** combines workwear and casual wear to create a functional wardrobe fit for all seasons. Swap the suits and blazers for a laidback look and opt for everyday essentials such as dark denim, comfy hoodies, and co-ord sets from **Maison Kitsuné**, **Pasadena Leisure Club**, and **CLOT**.



Australian swimwear label **COMMAS** offers a complete holiday experience, with a dedicated beach-wear line that includes hooded anoraks and tie-front shorts. A clean aesthetic, combined with contemporary designs in lightweight and breathable fabrics, the collection is ideal for those who love the sea.

Designed for the modern gentleman, **Nanushka** adapts to 2020's new norms by transforming the usual monochromes to smart digital prints and soft fabrics in neutral tones. Sustainable and eco-conscious Swedish brands **CDLP** and **Nudie Jeans** offer niche wardrobe alternatives. Closely linking clothing to music, denim-brand **Nudie Jeans** believes that jeans have a soul and attitude that help enhance personality, while **CDLP** is committed to the idea of exclusivity and artistically crafted, handmade pieces.

The footwear department taps into the season's biggest trends, from casual sandals and functional floaters to smart sneakers. **Birkenstock** puts forward quality footwear that provides ultimate comfort and is ideal for the soles, while **Maison Margiela** revamps the classics in an unmistakably modern way.

Kicks still rule as the star style for summer as **New Balance**, French-based **VEJA**, British label **Mallet**, and **CLAE** lead the way in the sneaker revolution. Closer to home, a regional favorite **Prestige** offers a full range of exotic leather sandals that come handmade from Italy. Stylish alternatives to the 'flops, 60's reinvention of the classic espadrilles is at the core of the Mediterranean brand, **Castañer**.

To complement a work-wardrobe British footwear designer, **Grenson** brings back the moccasin and loafers in brown, black, and beige shades. **Officine Creative** features a unique style of

artisanal office-appropriate footwear. Each pair employs advanced washing and burnishing finishes and undergoes over 100 processes to achieve an authentic, modern effect.

Accessories add to the personality of the season. For an urban look that exudes sophistication, layer up with chunky chains or bracelets from **Tom Wood**, or for a more personal touch, opt for French creative studio **Atelier Makarios'** sleek silver bracelet that can be customized and engraved with slogans in Arabic. The idealism of the east meets the creative creations of the west in Japanese label, **Mikia's** unique jewelry designs that are inspired by travel stories from around the world.

Think long drives and picnic days with the family under the warm gaze of the sun – no summer trip is complete without a pair of statement sunglasses. **illesteva**, **Cubitts**, and Belgian-born, **Komono** bring with them a sleek look and minimal aesthetic inspired by the colors of the world.

**Dunhill**, a quintessentially British luxury brand, exhibits elegance in the latest 'bags for men' collection, characterized by understated class, taking on a modern path in the brand's existing heritage. Ideal for gifting, **Smythson** leather goods are the last word in understated elegance – think pocket-sized notebooks and technology cases with a modern twist. Complete your look with a watch from England's **Bamford** that showcases timeless pieces that flaunt the brand's iconic signature military-grade black titanium finish.

Hit refresh on your summer wardrobe with a myriad of new menswear brands launching online and in-store throughout the season! (January – May 2021)

**-Ends-**

### **Note to editors:**

Exclusive brands include:

#### **RTW**

- CLOT (Exclusive)
- COMMAS (Exclusive)
- OAMNC (Exclusive)
- Pasadena Leisure Club (Exclusive)

#### **Accessories**

- Atelier Makarios (Exclusive)

#### **Footwear**

- Officine Creative (Online Exclusive)

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